As the management of KensaTel PLC, a fictional telecommunication company operating in Kenya, we aim to leverage Power BI for broad data analysis to drive decision-making and optimize our operations. The user requirements for the Power BI dataset will focus on key areas that impact operational efficiency and revenue growth. Here are the detailed user requirements for the dataset:

**User Requirements for Power BI Analysis**

1. **Customer Analysis**
   * **Customer Growth**: Track monthly and yearly customer growth rates to identify trends and assess the impact of marketing campaigns and promotions.
   * **Churn Analysis**: Identify customers at risk of leaving by analyzing call patterns, service usage, and billing history to develop retention strategies.
2. **Call Center Performance**
   * **Call Volume Analysis**: Visualize daily, weekly, and monthly call volumes to assess peak times and optimize staffing levels.
   * **Call Resolution Time**: Analyze average call resolution times and identify patterns to improve customer service efficiency.
   * **Agent Performance**: Monitor individual agent performance metrics such as call handling time and number of calls.
3. **Billing and Revenue Analysis**
   * **Revenue Trends**: Monitor revenue trends over time to identify key revenue drivers.
   * **Payment Methods**: Analyze the distribution of payment methods (e.g., M-Pesa, Airtel Money, Credit Card) to optimize payment processing.
   * **Billing Issues**: Identify billing discrepancies and unpaid invoices to improve billing accuracy and reduce outstanding payments.
4. **Service Usage Analysis**
   * **Service Utilization**: Analyze service usage patterns to understand customer preferences and optimize service offerings.
   * **Data Consumption Trends**: Track data consumption trends to anticipate network demand and optimize infrastructure investments.
   * **Value-added Services**: Evaluate the uptake of value-added services to identify opportunities for cross-selling and upselling.

**Implementation Plan**

To effectively utilize Power BI for data analysis, we propose the following implementation plan:

1. **Data Integration**:
   * Ensure seamless integration of data from various sources, including CRM, billing systems, and call center databases, into Power BI.
   * Set up automated data refresh schedules to maintain up-to-date insights.
2. **Dashboard Development**:
   * Develop interactive dashboards tailored to different user roles (e.g., management, sales, customer service) to provide relevant insights at a glance.
   * Enable drill-down capabilities for detailed analysis of specific metrics.
3. **User Training**:
   * Conduct training sessions for employees to familiarize them with Power BI features and enhance data literacy across the organization.
4. **Performance Monitoring**:
   * Set up KPIs and alerts within Power BI to monitor performance against targets and promptly address any issues.
5. **Continuous Improvement**:
   * Gather user feedback on the dashboards and reports to identify areas for improvement and implement enhancements iteratively.

**Example Power BI Dashboards**

* **Customer Overview Dashboard**: Displays customer demographics, growth trends, and churn risk analysis.
* **Call Center Performance Dashboard**: Shows call volumes, resolution times, and agent performance metrics.
* **Branch Operations Dashboard**: Highlights service requests, branch efficiency, and customer satisfaction scores.
* **Revenue and Billing Dashboard**: Visualizes revenue trends, payment methods, and billing issues.
* **Service Usage Dashboard**: Provides insights into service utilization patterns and data consumption trends.

**Conclusion**

By implementing these user requirements in Power BI, KensaTel aims to gain valuable insights into its operations, enhance customer satisfaction, and drive business growth. The dashboards and reports will empower decision-makers with the data-driven insights needed to optimize strategies and improve overall efficiency.