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# PwC Switzerland Power BI Job Simulation

Task III

# Objective

- To create a dashboard using the defined KPIs to reflect customer demographics and insights.
- O provide insights to the engagement partner explaining the findings and providing suggestions for necessary changes based on the dashboard.

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# Observation and Actionable Insights

## Month-to-Month Contracts:

- **Observation:** 88.5% of churned customers are on month-to-month contracts.
- **Actionable Insight:** Revise month-to-month contracts to make them more attractive and retention-friendly. Offer loyalty rewards, discounts for consistent payments, or incentives for transitioning to longer-term plans.

# Paperless Billing and Payment Methods:

- **Observation:** Approximately 75% of churned customers use paperless billing. Additionally, customers who use credit cards for bill payments have the lowest churn rates.
- **Actionable Insight:** Address potential issues with paperless billing, such as accessibility or lack of reminders. Introduce features like detailed e-statements, payment reminders, or incentives for adopting paperless billing. Simultaneously, promote credit card payments through discounts, cashback offers, or reward points to encourage usage.

# Customer Tenure:

- **Observation:** Most churned customers have a tenure of less than one year, particularly those with just one month of tenure.
- **Actionable Insight:** Prioritize retention efforts for customers within their first year, especially during the first month. Develop targeted onboarding programs, personalized welcome offers, and proactive engagement strategies to build loyalty early.

# Fiber Optic Services:

- **Observation:** Fiber optic service issues are prevalent, especially for customers streaming movies and TV.
- **Actionable Insight:** Conduct a detailed analysis of fiber optic service performance. Focus on optimizing streaming quality through infrastructure upgrades, bandwidth improvements, or specialized streaming packages.

# Demographic Insights:

- **Observation:** Gender does not significantly impact churn rates. However, unmarried, non-dependent, and non-senior citizens are more likely to churn.
- **Actionable Insight:** Tailor retention strategies for these demographics. Offer flexible plans, lifestyle-oriented perks, or targeted promotions to meet their specific needs and preferences.



# Phone Services:

- **Observation:** Phone services require urgent improvements.
- **Actionable Insight:** Invest in enhancing phone service reliability and call quality. Introduce regular quality checks, infrastructure upgrades, and robust customer support to address and resolve service-related complaints effectively.