WIREFRAME

Creating a wireframe for the Churn Project Analysis in Power BI primarily involves visualizing the layout and structure of the dashboards and reports. While it's not possible to provide an actual wireframe within a text-based format, I can describe the key components and layout that you can consider when creating your wireframe. Below is a detailed description of the wireframe components:

Dashboard Layout:

The dashboard serves as the central hub for the Churn Project Analysis, providing an overview of key churn metrics and trends. Consider the following components for the dashboard layout:

- Header: Include a header section with the project name or logo to provide branding and context.
- Churn Metrics: Display essential churn metrics such as churn rate, customer lifetime value (CLV), and customer segmentation. Use visualizations like gauges, KPI cards, or sparklines to convey these metrics at a glance.
- Trend Analysis: Show trend analysis charts to highlight the historical churn patterns and identify any noticeable trends or seasonal variations. Line charts or area charts can be used to visualize the churn trend over time.
- Churn by Customer Segment: Display a visual representation of churn across different customer segments. A segmented bar chart or a stacked column chart can help compare churn rates among segments.
- Top Churn Drivers: Identify and display the top factors influencing churn. Consider using a horizontal bar chart or a tree map visualization to show the relative importance or impact of each driver.
- Geographic Analysis: If applicable, incorporate a map visualization to showcase churn rates geographically. Color-coding can be used to indicate high and low churn regions.

Detailed Analysis Reports:

In addition to the dashboard, detailed analysis reports provide deeper insights and actionable recommendations. Consider the following components for the report layout:

- Introduction: Begin the report with an introduction section, providing an overview of the project, objectives, and a summary of findings.
- Summary and Key Insights: Include a summary section that highlights the key findings and insights derived from the analysis. This can be presented as bullet points or a concise narrative.
- Customer Segmentation Analysis: Provide detailed analysis of churn by customer segments. Use tables, charts, or visuals to compare churn rates, CLV, and other relevant metrics across different segments. Bar charts, pie charts, or stacked column charts can effectively illustrate the comparison.
- Driver Analysis: Devote a section to analyzing the factors influencing churn. Use visualizations such as a waterfall chart, a horizontal bar chart, or a radar chart to showcase the relative importance or impact of each driver. Additionally, include supporting data tables or heatmaps to provide more detailed information on the drivers.
- Predictive Modeling Results: If predictive modeling was conducted, present the results in this section. Include relevant metrics, such as model accuracy, precision, recall, or ROC curve. Visualize the predicted churn probability distribution using a histogram or a line chart.
- Actionable Recommendations: Dedicate a section to actionable recommendations based on the analysis. Use bullet points or numbered lists to provide clear and concise suggestions to reduce churn. These recommendations can be specific to customer segments or factors identified as key drivers.

Conclusion:

Conclude the report with a summary of the key takeaways and reiterate the main recommendations.