

CHURN ANALYSIS

Problem Statement

Project Goals

Create an entire ETL process in a database and powerbi dashboard to utilize the customer data and achieve below goals:

1. Analyze customer data at below levels

- i) Demographic
- ii) Geographic
- iii) Payment and account info
- iv) Services

2. Study Churner profile and identify area for implementing marketing campaigns.

3. Identify a method to predict future churners

Metrics Required:

- 1) Total customers
- 2) Total Churn and Churn rate
- 3) New Joiners