

MEASURE DOCUMENT

1 Create Custom Column 'Churn Status' in new_churn table

```
Churned Status = if [Customer_Status] = "Churned" then 1 else 0
```

2 Create Custom Column 'Monthly Charge Status' in new_churn table

```
Churned Status = if [Customer_Status] = "Churned" then 1 else 0
```

3 Create new custom column "Age Group "

Create Reference of new_churn and named as "Age Mapping "

```
Age Group = if[Age] < 20 then "<20"  
else if [Age] <35 then "20 -35"  
else if [Age] <50 then "35-50"  
else if [Age] <65 then "50-65"  
else ">65"
```

4 Create new custom column "Tenure Group"

Create Reference of new_churn and named as "Tenure Mapping"

```
Tenure Group = if[Tenure_in_Months] <6 then "<6 Months"  
else if [Tenure_in_Months] <12 then "6 -12 Months"  
else if[Tenure_in_Months] <18 then "12-18 Months"  
else if[Tenure_in_Months] <24 then "18-24 Months"  
else ">24 Months"
```

5 Create new custom column "Tenure Group Sorting" in Tenure Mapping

```
Tenure Group Sorting = if [Tenure Group] = "<6 Months" then 1  
else if [Tenure Group] = "6 -12 Months" then 2  
else if [Tenure Group] = "12-18 Months" then 3  
else if [Tenure Group] = "18-24 Months " then 4  
else if [Tenure Group] = ">24 Months" then 5  
else 5
```

6 Create new custom column "Age Group Sorting" in Age Mapping

```
Age Group Sorting = if [Age Group] = "<20 " then 1  
else if [Age Group] = "20 -35" then 2  
else if [Age Group] = "35-50" then 3  
else if [Age Group] = "50-65" then 4  
else if [Age Group] = ">65" then 5  
else 5
```

7 Total Customer

Total Customers = Count(new_Churn[CUSTOMER_ID])

8 Total Churn

Total Churn = sum(new_Churn[Churned Status])

9 Churn Rate

Churn rate = [Total Churn]/[Total Customers]

10 New Joiner

New Joiner = CALCULATE (Count (new_Churn [CUSTOMER_ID]),new_Churn [Customer_Status]="Joined")

11 Count Predicted Churner

Count Predicted Churner = Count ('Predictive Analysis'[CUSTOMER_ID])

12 Title Predicted Churner

Title Predicted Churner = "COUNT OF PREDICTED CHURNERS:" & COUNT('Predictive Analysis'[CUSTOMER_ID])