🔍 Bank Customer Churn Analysis Dashboard

This project presents a Churn Analysis Dashboard built using Power BI, aimed at visualizing and understanding the factors influencing customer churn in a bank.

📊 Project Overview

Customer churn is a critical metric for banks, as retaining existing customers is often more cost-effective than acquiring new ones. This dashboard helps stakeholders understand churn patterns by analyzing various customer attributes such as:

- Demographics
- Account balance
- Credit score
- Product usage
- Activity status

📁 Files Included

File Name	Description
Churn Analysis Dashboard. pbix	Power BI file containing the dashboard and data model
Bank Customer Churn Dataset.csv	Raw dataset used for the analysis
Churn Analysis Dashboard Screenshot.png	Image preview of the final dashboard

📌 Key Features

- Overall Churn Rate: Clear indicator gauge showing the overall customer churn percentage.

- Filters by Churn Status: Dynamic filtering across all charts.

- Customer Segmentation:
  - By Country, Gender, Credit Card Status, and Activity Status
  - By Product and Age Group

- Churn Insights:
  - Churn Rate by Age Group
  - Churn Rate by Credit Score
  - Churn Rate by Account Balance

🧰 Tools & Technologies

- Power BI
- DAX (Data Analysis Expressions)
- Microsoft Excel / CSV
- Data Visualization & Analytics

📈 Insights & Observations

- Customers aged 41–50 have the highest churn rate despite being a smaller segment.
- Customers with lower account balances are more likely to churn.
- Churn rate is inversely related to credit score — customers with low credit scores tend to churn more.

🚀 How to Use

1. Open the Churn Analysis Dashboard.pbix file using Power BI Desktop.
2. Connect the data (if needed) using the Bank Customer Churn Dataset.csv.
3. Explore the interactive visualizations to derive business insights.