**Project Title:** Customer Churn Analysis Dashboard using Power BI

**Tools Used:** Power BI, DAX, Power Query, Data Modelling

**Duration:** 5 Hrs.

**Project Overview:**

This project focused on analyzing customer churn patterns for a telecommunications company using a real-world dataset (Telco Customer Churn from Kaggle).

The entire process was completed end-to-end in Power BI, including data cleaning, transformation, DAX-based KPI creation, visual analytics, and dashboard development.

It was designed to deliver strategic insights to business stakeholders, helping them identify at-risk customers and understand key churn drivers.

**Key Business KPIs Created:**

* Total Customers
* Total Churned Customers
* Churn Rate (%)
* Average Customer Tenure (in months)

**Visuals Developed:**

* Churn by Gender (Stacked Column Chart)
* Churn by Contract Type (Stacked Column Chart)
* Churn by Internet Service (Stacked Column Chart)
* Churn by Tenure (Line Chart)
* Interactive Slicers (Contract, Internet Service, Payment Method, Senior Citizen)

**Top Business Insights:**

1. Churn is highest among Month-to-Month contract customers, clearly indicating that commitment duration affects customer loyalty.  
   → Suggestion: Introduce loyalty rewards for long-term contracts.
2. Customers using Fiber Optic internet service churn significantly more than DSL users.  
   → Suggestion: Investigate service quality issues with fiber plans.
3. Churn tends to happen within the first 10–12 months of customer tenure.  
   → Suggestion: Improve early onboarding experience and follow-ups in this period.
4. Payment method has minor influence, with Electronic Check users slightly more likely to churn.  
   → Suggestion: Promote auto-pay and digital payment options.
5. Senior Citizens and Singles (No Partner) show slightly higher churn, suggesting lifestyle factors may influence loyalty.

**Deliverables Prepared:**

* Interactive Power BI .pbix dashboard
* Screenshot & PDF export for presentation
* Summary and insights document
* Resume bullet points for analyst roles