Power BI Cohort Analysis Project: MavenFlix Subscription Data 📊

Project Overview 🌐

I am excited to share my recent project leveraging Power BI for an in-depth analysis of MavenFlix subscription cohorts. This project was inspired by the rich dataset provided by Maven Analytics, which challenged me to explore advanced DAX queries and further enhance my data analysis skills.

Tools and Techniques 🛠️

This project utilized solely Power BI for both **Exploratory Data Analysis (EDA)** and **data visualization**. The following steps outline the methodology employed:

1. **Data Cleaning and Preparation:** 🔄
   - Used Power Query Editor to:
     - Identify and handle duplicate and null values.
     - Ensure correct data types.
     - Remove irrelevant data for focused analysis.

2. **Feature Engineering**: 🔧
   - Created calculated columns:
     - **Month Span:** Indicates the number of months a customer remained subscribed.
     - **Month List:** Helps analyze the number of subscribers joining each month.

Calculations are demonstrated in DAX overview File.

3. **DAX Measures:** 🔢
   - Developed advanced DAX measures to derive actionable insights, including:
     - Month-on-month changes in subscriber numbers and percentages.
     - Retention volume and percentage of customers by month.

Calculations are demonstrated in DAX overview File.

Key Insights 💡

- **Subscriber Retention:**

  - There is an approximate **20% drop in subscribers** from the first to the second month of subscription. This trend continues across subsequent months.

Recommendations 📢

To address the observed retention issues, I suggest:

1. **Identify the Root Cause:** 🔍

   - Conduct surveys, analyze user feedback, and study customer behavior to understand the reasons behind the early drop-off.

2. **Retention Initiatives**: 🎁

   - Implement targeted programs or messaging to engage subscribers.

   - Introduce retention strategies such as discounts or additional offers for early-stage subscribers.

This project has been a great opportunity to enhance my expertise in Power BI, particularly in leveraging advanced DAX queries for meaningful insights. I look forward to applying these skills to future data analysis challenges! 🚀