Customer Churn Analysis Dashboard – README

Project Overview
This Power BI dashboard analyzes customer subscription data to understand churn behavior, customer engagement, and subscription performance.

Dataset Used
CustomerSubscriptions dataset containing customer details, subscription plans, status, dates, and payment information.

KPIs Included

- Total Customers
- Percentage of Churned Customers
- Average Feedback Score
- Average Days Since Last Login

Measures Created (DAX)

Total Customers, Churned Customers, Active Customers, Churn Rate, Churn Rate by Plan, Monthly Churned Customers, Avg Feedback Score, Avg Days Since Last Login.

Visuals in Dashboard

- Donut Chart: Active vs Churned Customers
- Bar Chart: Churn Rate by Subscription Plan
- Line Chart: Monthly Churn Trend
- Scatter Plot: Feedback Score vs Total Sessions (colored by churn status)

Charts Explanation

Donut chart shows customer distribution. Bar chart highlights high-risk subscription plans. Line chart shows churn trend over time. Scatter plot helps analyze engagement vs satisfaction.

Tools Used

Microsoft Power BI Desktop

Conclusion

This dashboard helps stakeholders identify churn patterns, improve retention strategies, and optimize subscription offerings.