Overview - Adding KPIs

1.

Create a new worksheet called "Overview" and remove the gridlines from the sheet.

Hint

To add the new worksheet:

- Click on the + on the bottom ribbon to add another *worksheet*.

- Double click on the new *worksheet* tab and type "Overview".

To remove gridlines:

- Navigate to *View*, then *Show* and de-select *Gridlines*.

2.

Create the following headers in cells B2, C2 and D2:

- Total Customers

- Churned Customers

- Churn Rate %

Hint

- To add data to a cell, simply cell it and type your required text.

3.

Under each header input the KPIs from your Customer Analysis that you completed in Chapter 1. You can use cell references or manually enter the data in.

Hint

Your KPIs should look something like this:

Total Customers	Churned Customers	Churn Rate %
6,687	1,796	26.86%

4.

Apply formatting and styling to your KPIs to make them visually appealing.

Hint

There are many options to format your data:

- Apply font changes such as style and size.

- Add background colors for headers and text.

5.

What are the total number of customers that Databel has served? 6687

Hint

Your KPIs should look something like this:

Total Customers	Churned Customers	Churn Rate %
6,687	1,796	26.86%

If you're still stuck, review the solution in 3_2_adding_churn_reasons.xlsx from the Workbooks folder.

Overview - Adding churn reasons

1.

You've visualized your KPIs and highlighted issues around churn, so let's provide some detail as to why customers are churning.

- Add a visualization that shows the breakdown of churn rate based on the reason customers provided

Hint

- You should look for a visualization on the `Customer Pivots` sheet that visualizes churn reasons in a column chart.

2.

Since competitor gets highlighted a lot in our previous visual, let's focus on this category.

- Add a visualization that shows a filtered view of Churn Category based on 'Competitor' with Churn Rate % and Churn Reason visible.

Hint

- You should look for a visualization on the `Customer Pivots` sheet that visualizes competitor churn.

3.

Apply formatting and styling to your visuals for consistent branding with your KPIs.

Hint

There are many options to format your visuals:

- Apply font changes such as style and size

- Changing the legend position

- Adding/formatting axis where necessary

- Updating the color palette for the visual

4.

Under competitor churn analysis visual, which was the least used reason for customers leaving Databel?

- Competitors offered more data

- Competitor offered higher download speeds

- Competitor made better offer

Hint

Your overview page should contain the following:

- Three KPIs on: Total Customers, Churned Customers and Churn Rate %

- Visual displaying churn reasons from least common to most common

- Visual displaying churn reasons based on customers leaving as a result of our competitors

If you're still stuck, review the solution in 3_3_adding_demographics.xlsx from the Workbooks folder.

Overview - Adding demographics

1.

- Create a visualization of your choice to display the Churn Rate of the Demographic groups. You can use the PivotTable you created earlier to achieve this.

- Clean this visual up by removing unnecessary components such as field buttons and apply any style customizations.

Hint

- You can use either a bar chart, column chart, pie chart or donut chart to visualize the data.

- To hide field buttons: right-click on the gray chart buttons and select *Hide all Field Buttons on Chart*.

2.

Add the new visualization you created to your Overview page.

Hint

To use this visualization in another page, simply copy and paste it into the required sheet.

3.

Add a visualization that shows the breakdown of customers and churn rate based on age ranges.

Hint

You should look for a visualization on the Churn Analysis sheet that visualizes total customers and churn rate in a combination chart.

4.

Apply formatting and styling to your visuals for consistent branding with your dashboard.

Hint

There are many options to format your visuals:

- Apply font changes such as style and size
- Changing the legend position
- Adding/formatting axis where necessary
- Updating the color palette for the visual

5.

What is the churn rate for customers aged between 19-28 years old? (Answer format: XX.XX%)

21.96%

Hint

Your overview page should now contain the following:

- Three KPIs on: Total Customers, Churned Customers and Churn Rate %
- Visual displaying churn reasons from least common to most common
- Visual displaying churn reasons based on customers leaving as a result of our competitors
- Visual displaying churn rate by demographic group
- Visual displaying total number of customers and churn across multiple age groups

If you're still stuck, review the solution in 3_4_adding_consumption.xlsx from the Workbooks folder.

Overview - Adding consumption

1.

Add a visualization that shows the breakdown of churn based on the average amount of data the customer uses.

Hint

You should look for a visualization on the Churn Analysis sheet that visualizes total churn rate in a stacked column chart.

2.

Apply formatting and styling to your visuals for consistent branding with your dashboard.

Hint

There are many options to format your visuals:

- Apply font changes such as style and size

- Changing the legend position

- Adding/formatting axis where necessary

- Updating the color palette for the visual

3.

- Create a copy of the table matrix that displays churn rate by state and international plan into the Overview page.

- Update the *PivotTable* with a filter to only include those on an international plan.

- Sort the *PivotTable* by highest to lowest churn rate.

Hint

- Highlight the entire PivotTable, and using CTRL+C and CTRL+V, copy and paste the pivot table.

- Drag Intl Plan from *Columns* to *Filter*.

- To sort a *PivotTable*, right-click any value and navigate to *Sort > Sort Largest to Smallest*.

4.

Apply a value filter that only displays the top 25 states based on the highest churn rate.

Hint

- Under *Row Labels* on the *PivotTable* navigate to *Value filters*.

- Select *Top 10…* and update to look at the top 25 items and click *OK*.

5.

How many states had a churn rate of 25%?

- 0

- 4

- 2

Hint

Your overview page should now contain the following:

- Three KPIs on: Total Customers, Churned Customers and Churn Rate %
- Visual displaying churn reasons from least common to most common
- Visual displaying churn reasons based on customers leaving as a result of our competitors
- Visual displaying churn rate by demographic group
- Visual displaying total number of customers and churn across multiple age groups
- Visual displaying churn rate by level of data consumption
- Table matrix displaying churn rate by state and whether the customer has an international plan

If you're still stuck, review the solution in 3_5_final_solution.xlsx from the Workbooks folder.