There are many reasons as to why customers unsubscribe from a company's service and without accurate feedback the company has to use the data it has to draw some insights.  
  
In this Power Bi project I used telco dataset to uncover valuable trends and patterns that can help, better understand customer behavior and improve services. Here's a snapshot of what I found:  
  
\*\*Churn Analysis\*\*: I identified key metrics such as total customers, sum of churn, current customers, and churn rate. And then I visualized the impact of churn across different services using a dynamic tree map.  
  
\*\*Churn by Demographics\*\*: The bar charts showcase churn rates based on dependency, partnership status, and contract type, offering valuable insights into customer segments most vulnerable to churn.  
  
\*\*Retention Strategies\*\*: I did not just stop at churn analysis. I also analyzed the company's current customer base, exploring factors such as tenure, senior citizen status, billing method preferences, and internet tech support usage to inform targeted retention strategies.  
  
With these insights, the company is ready to refine customer engagement strategies, tailor, offerings, and enhance its services to reduce churn and boost customer satisfaction.

 **Customer Demographics**: Check if there's a higher churn rate among certain age groups, genders, or other demographic factors.

 **Contract Type**: Customers with month-to-month contracts might have a higher churn rate compared to those with longer-term contracts.

 **Service Usage**: Analyze if customers who use certain services (like streaming or international calling) have higher churn rates.

 **Customer Support**: Look into metrics related to customer support interactions—longer resolution times or frequent issues might correlate with higher churn.

 **Billing and Payment Issues**: Problems related to billing errors or payment methods could be driving customers away.