Zooming out

CASE STUDY: ANALYZING CUSTOMER CHURN IN TABLEAU



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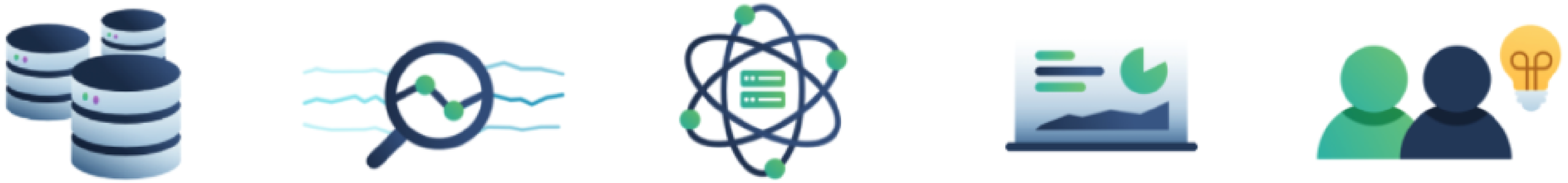
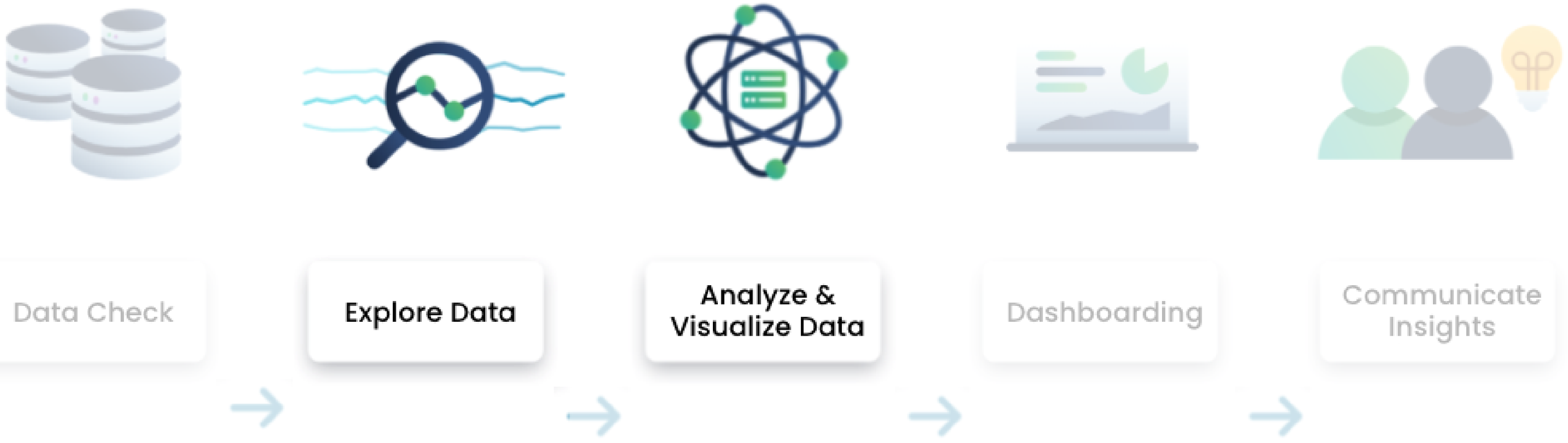
datacamp

The 5 analysis steps from the drag-and-drop exercise



Data Check → Explore Data → Analyze & Visualize Data → Dashboarding → Communicate Insights

The 5 analysis steps from the drag-and-drop exercise



Insights discovered so far

1. The churn rate for Databel is ~27%.
2. ~45% of the reasons why customers churn is related to competitors.
3. The churn rate in California is abnormally high (>60%).



There are many things we don't know yet.

- Immediately started analyzing, without designing an plan.
- Many columns (over 20 out of 29) are still unexplored.



The metadata sheet is your friend

Analysis Group	Related column names
Demographics	Age, Under 30, Senior, Gender, ..
Groups	Group, Number of Customers in Group
International	Intl Plan, Intl Active, Intl Calls, Intl Mins, Extra International Charges
Data	Unlimited Data Plan, Avg Monthly GB Download, Extra Data Charges
Other	Account Length, Contract Type, Payment Method

Metadata sheet

Let's analyze!

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