Creating a cohesive story

CASE STUDY: ANALYZING CUSTOMER CHURN IN TABLEAU



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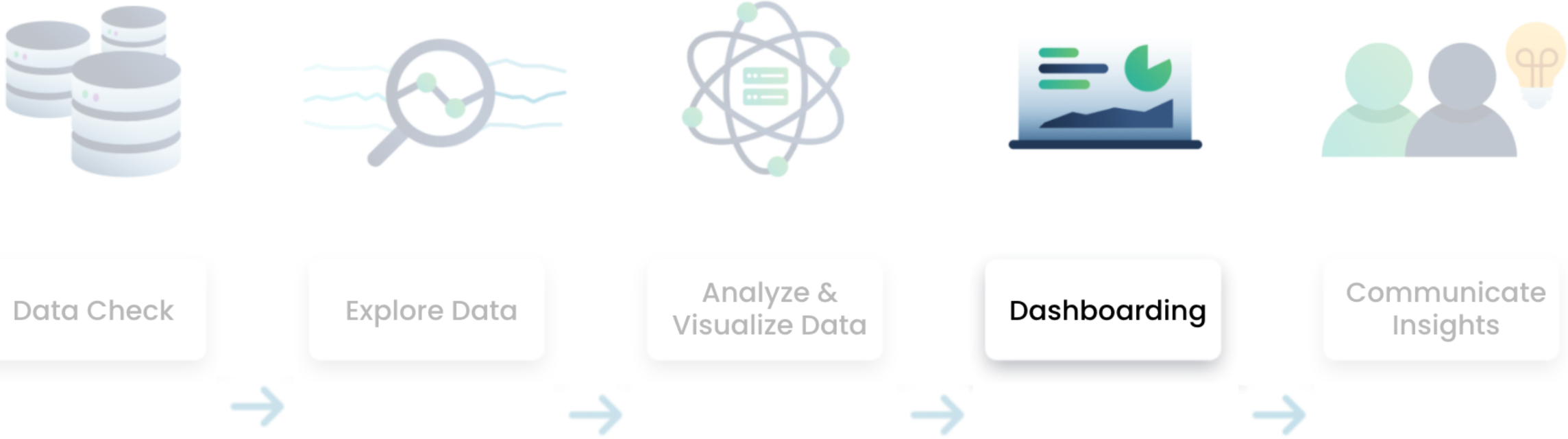
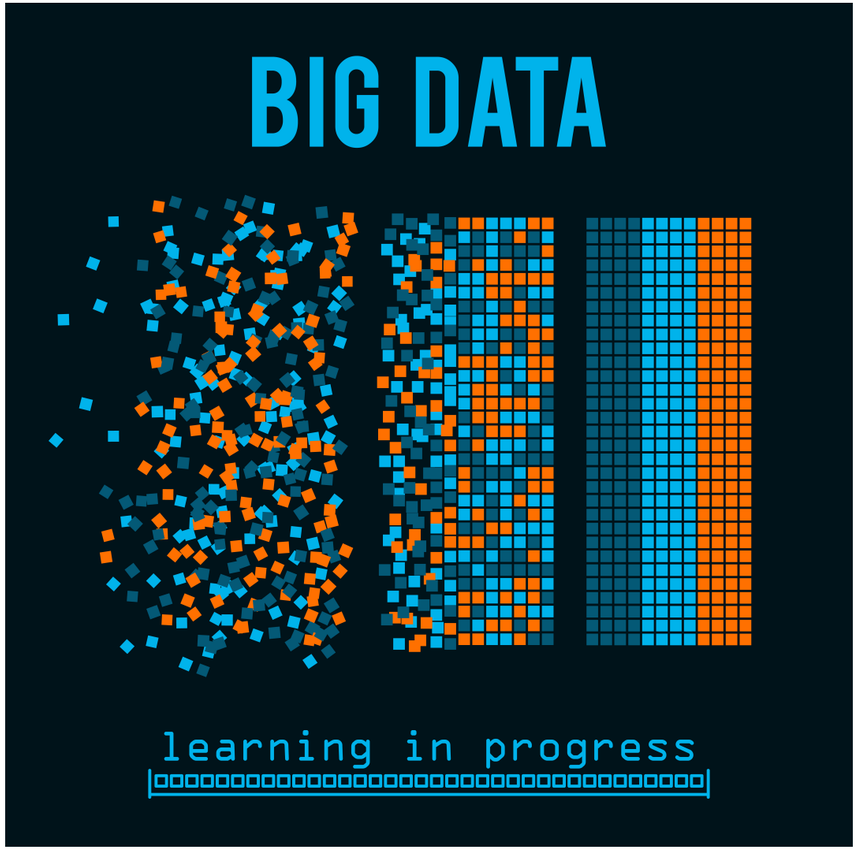
datacamp

Data analysis flow in Tableau

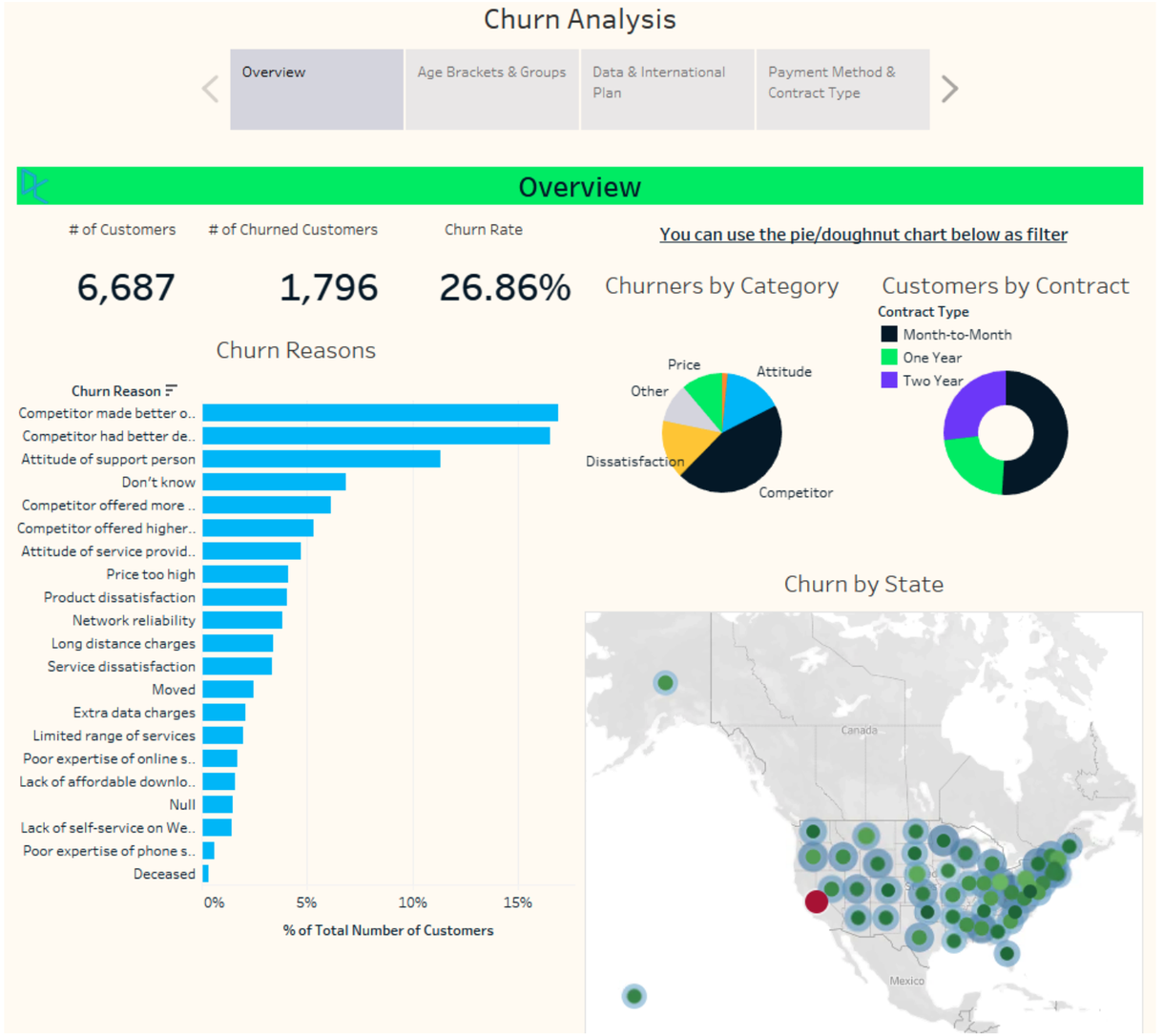


Structuring your analysis is not easy

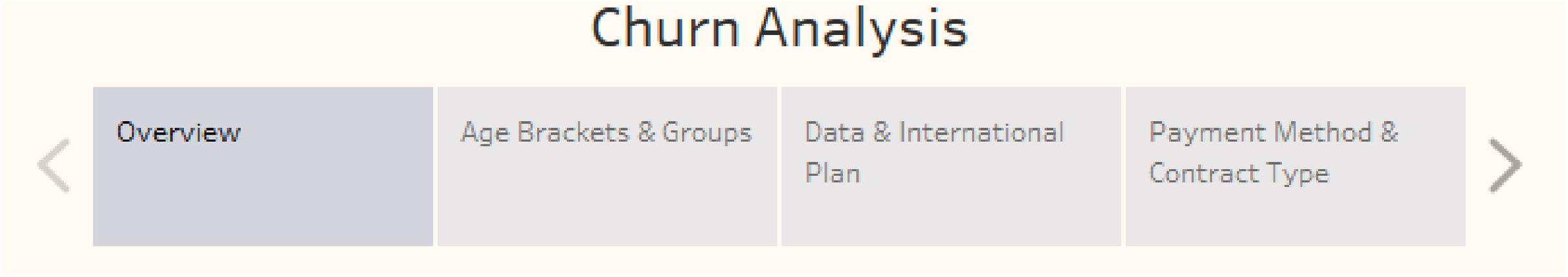
- Not informative to publish 10+ different worksheets.
- Need to combine information which fits well together.



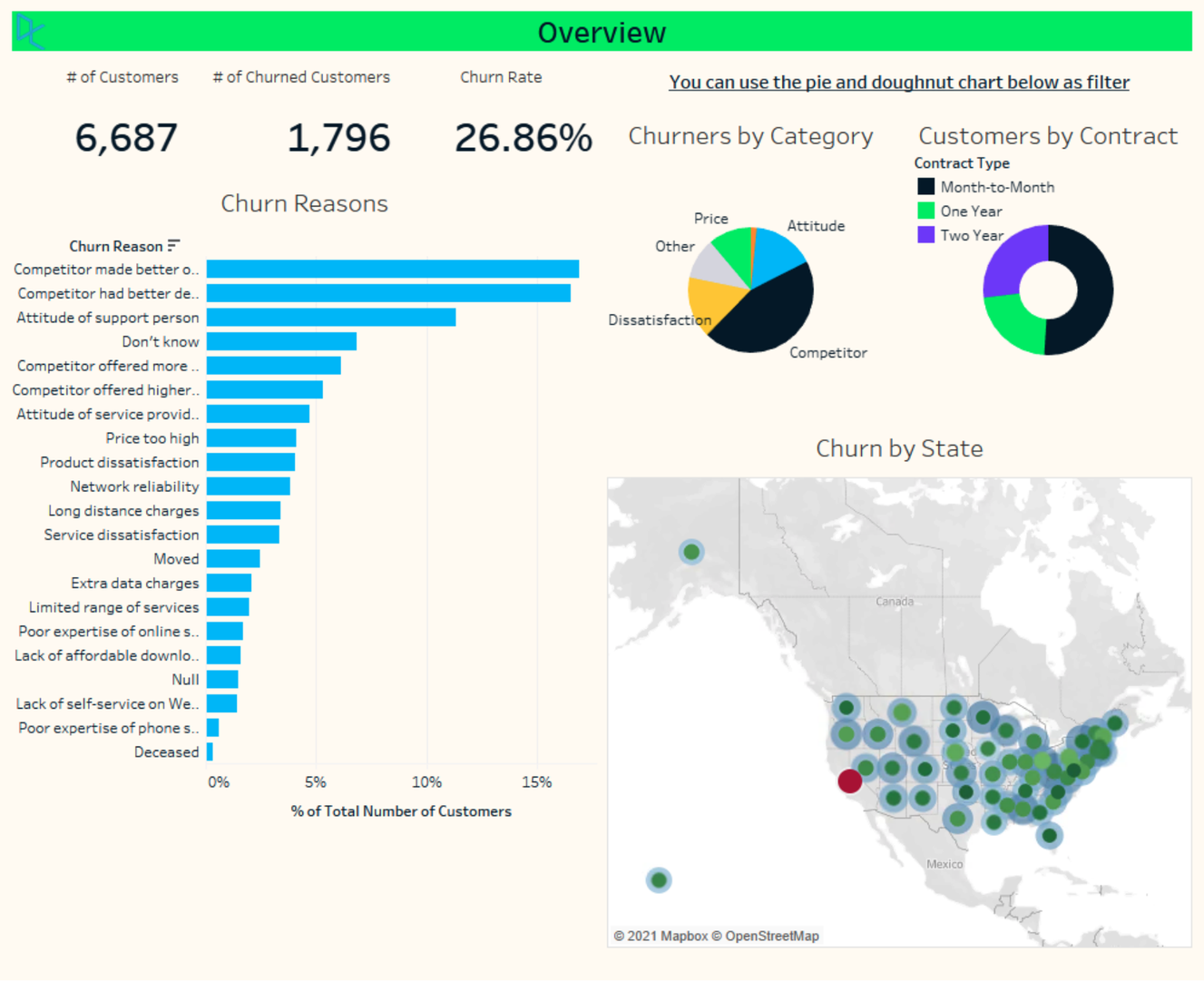
It's time to tell a story



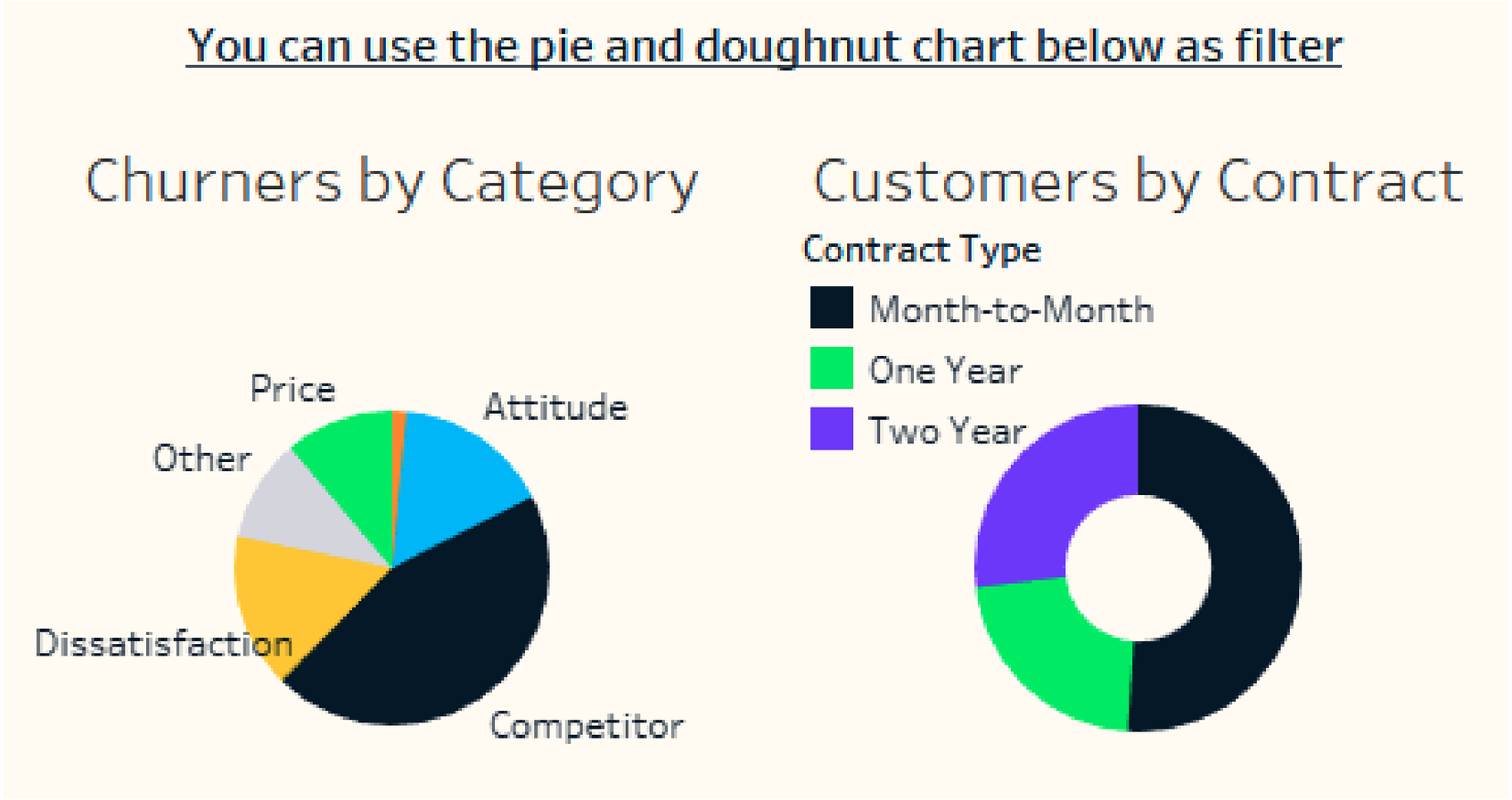
Each story point investigates a different topic



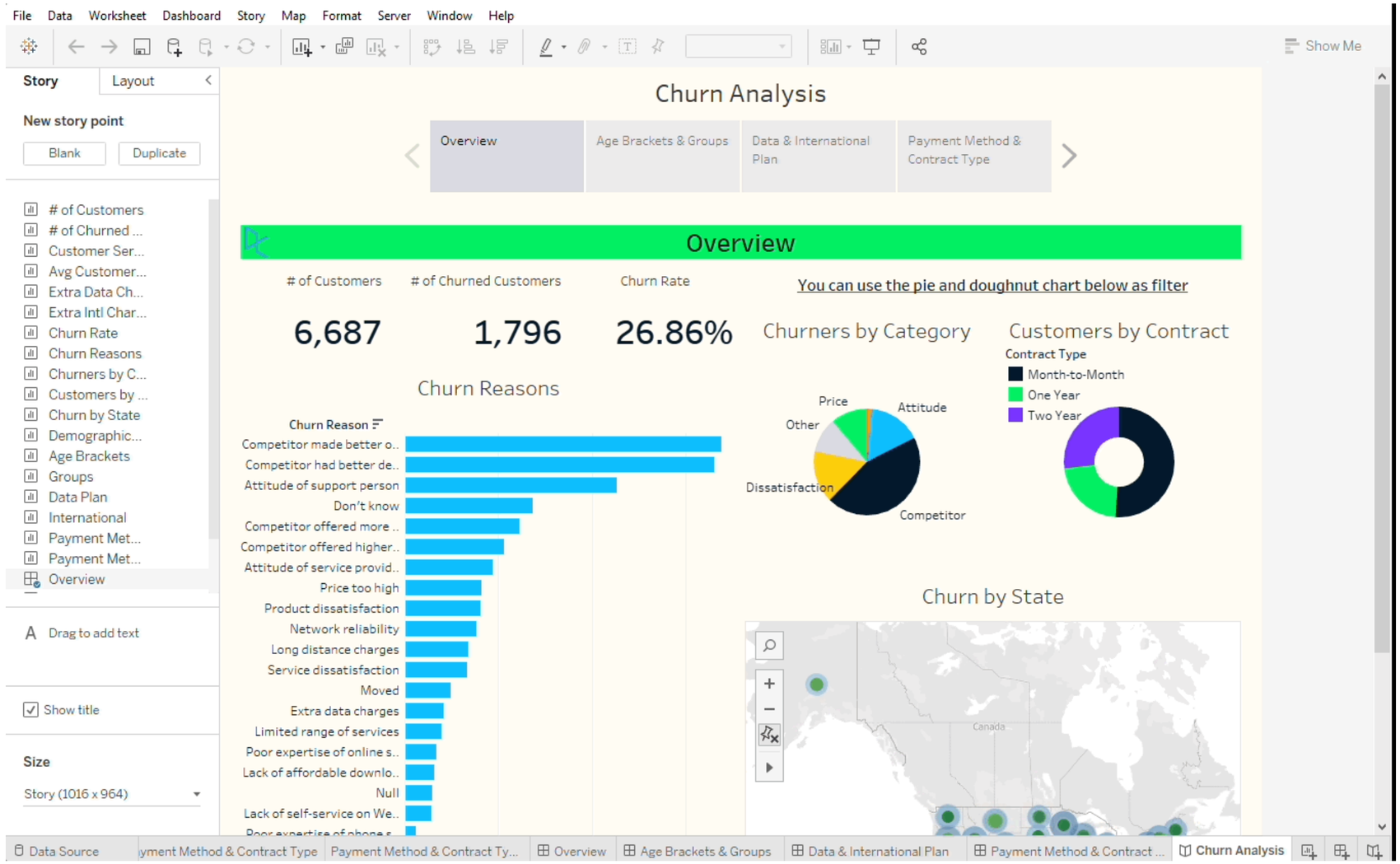
Overview page



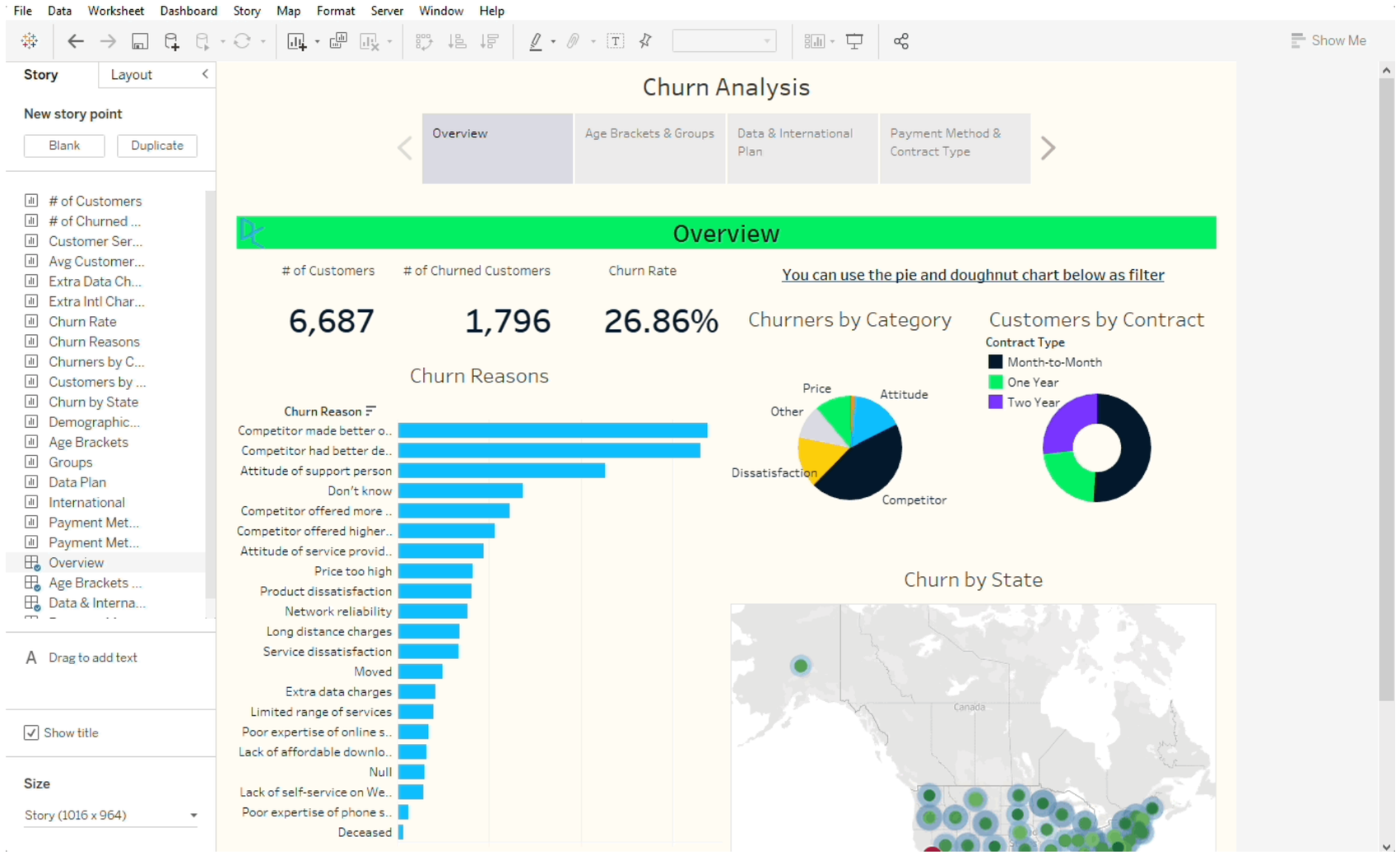
Adding instructions can be extremely useful



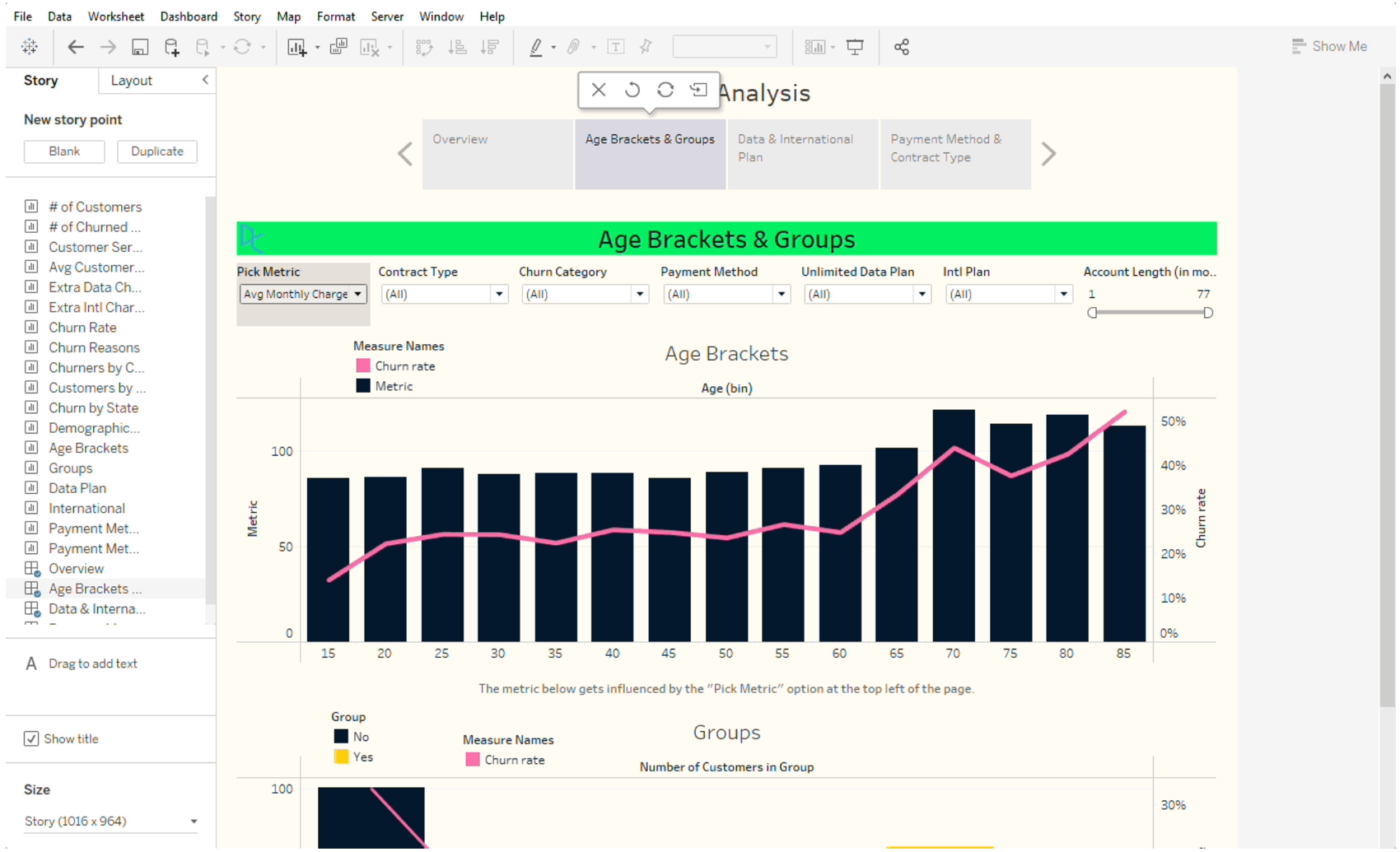
Interactivity makes a dashboard powerful



Interactivity makes a dashboard powerful



Interactivity makes a dashboard powerful



Let's visualize!

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Wrap-up

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Data analysis flow











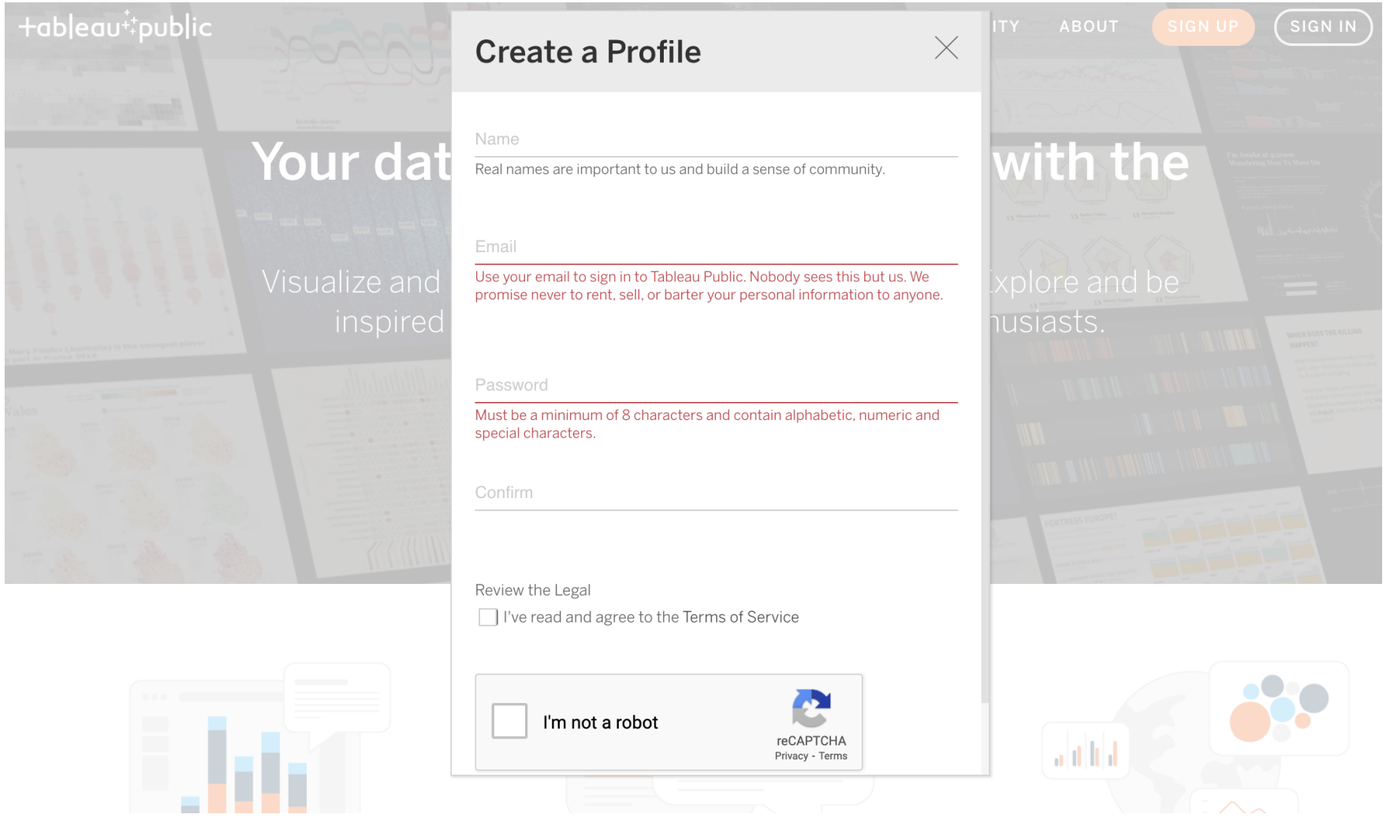
Data Check → Explore Data → Analyze & Visualize Data → Dashboarding → Communicate Insights

Tableau Public

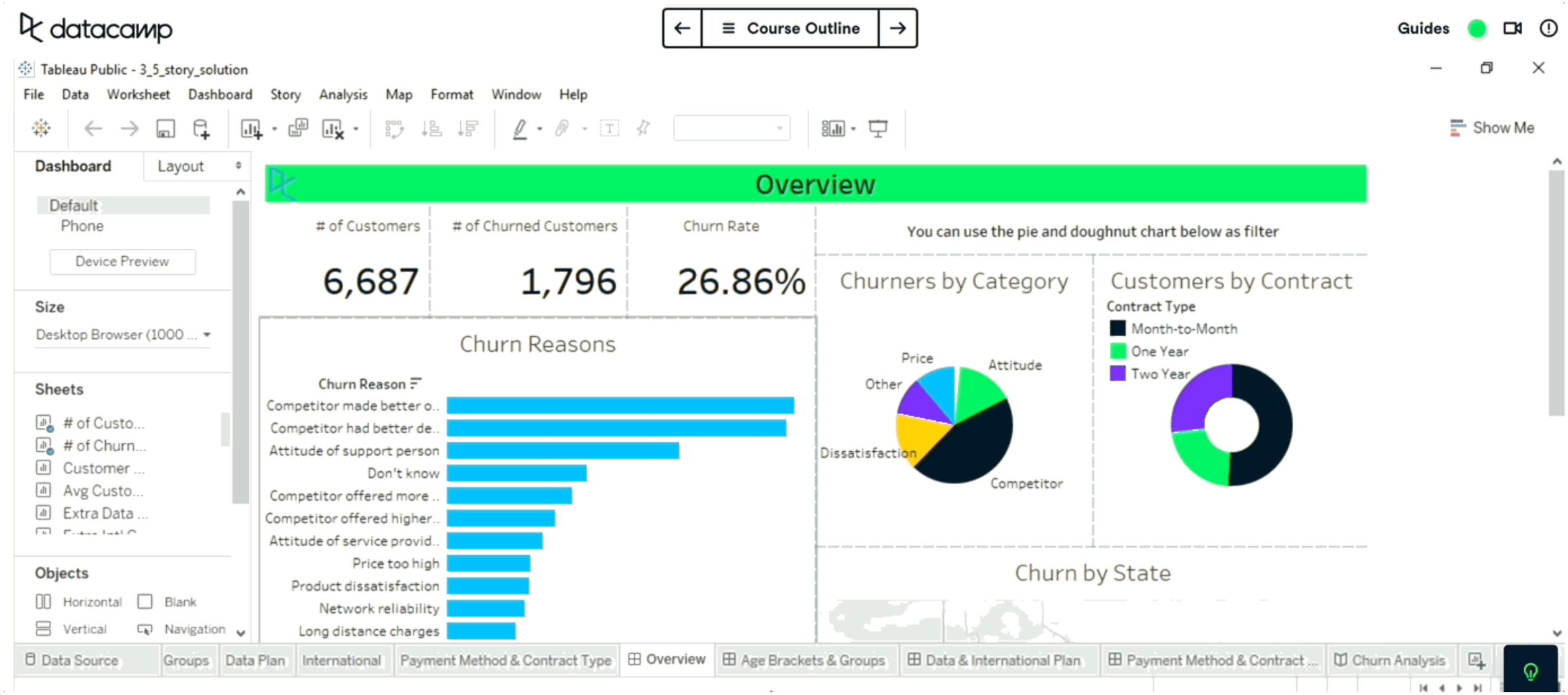
- Free
- Limitations
  - Only CSV, Excel and text files
  - Save online
  - 15 millions rows of data
  - Public reports
- **Allows you to save your work**

A Tableau Public account is required

- You can't publish without an account
- You can create an account on https://public.tableau.com/
  - Click the sign up button and complete the details:



Saving your work



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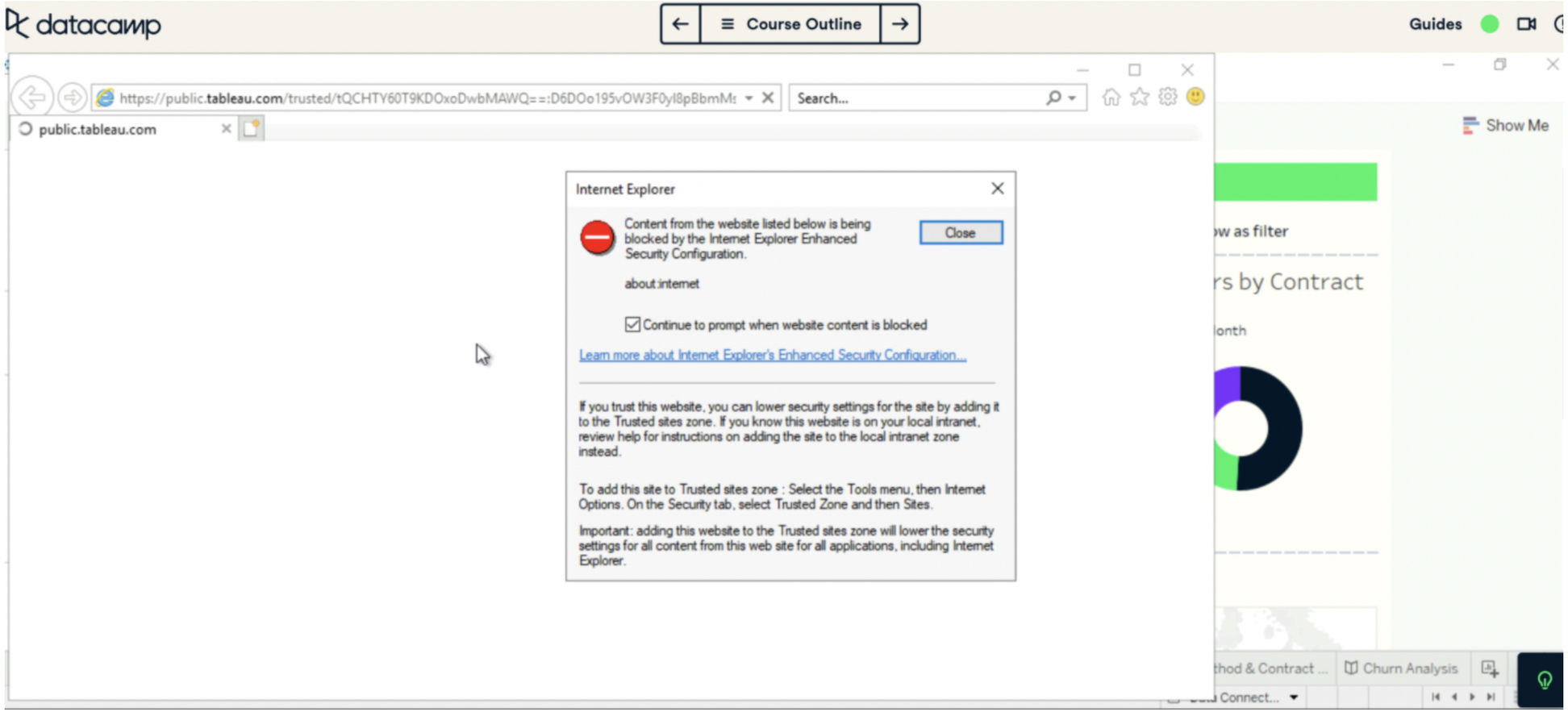
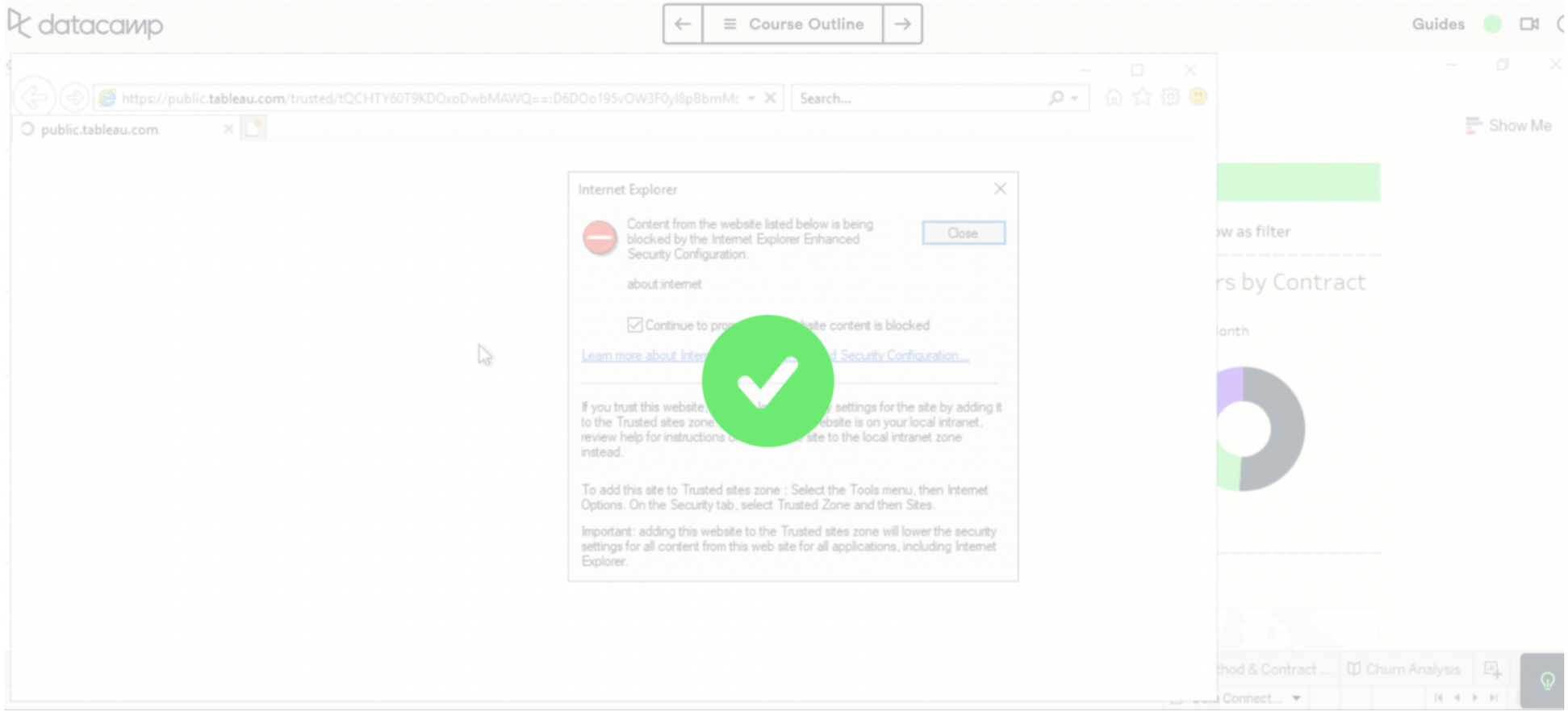


Your file will be published

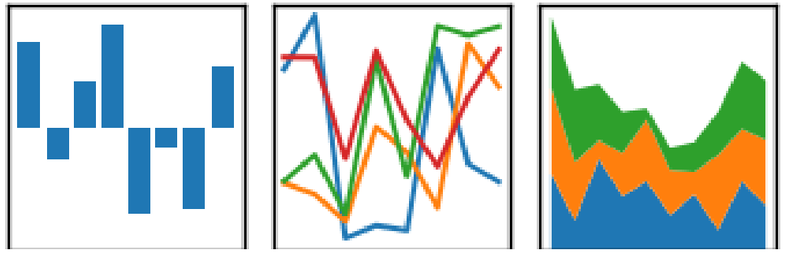


Optional future work: predicting churn

- Course on churn prediction: **Marketing analytics: predicting customer churn in Python**
- Intermediate python knowledge required

pandas

$$y_{it} = \beta' x_{it} + \mu_i + \epsilon_{it}$$



- You'll learn how to build and validate your prediction using model metrics

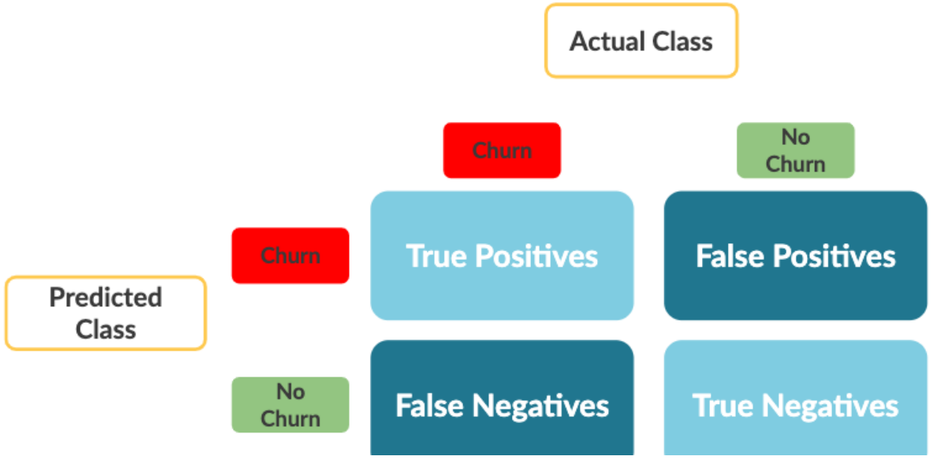


Tableau is a playground

- You analyzed a new dataset from scratch:
  - Various visualizations: Dual Axis graphs, scatter plots, maps, ...
  - Calculated fields: `COUNTD()`, `IF THEN ELSE`, ..
  - Bins and bin sizes
- You leveraged the power of interactivity through:
  - Filters
  - Visualizations as filters
  - Parameters

Congratulations!

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