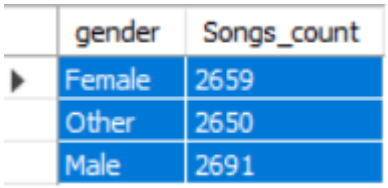
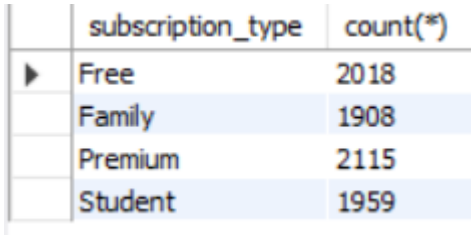
#Number of songs listened by each gender
select gender,count(*) Songs_count from spotify_popular.spotify_churn
group by gender



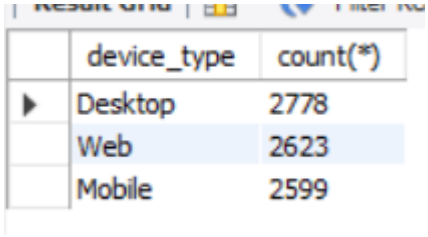
gender	Songs_count
Female	2659
Other	2650
Male	2691

#Number of customers in each subscription category
select subscription_type,count(*) from spotify_popular.spotify_churn
group by subscription_type



subscription_type	count(*)
Free	2018
Family	1908
Premium	2115
Student	1959

#Devices used for listening music
select device_type,count(*) from spotify_popular.spotify_churn
group by device_type



device_type	count(*)
Desktop	2778
Web	2623
Mobile	2599

```
select subscription_type,case when is_churned = 1 then 'Churned' else 'Stayed' end as Customers,
round(avg(songs_played_per_day), 0) Songs_in_a_Day
from spotify_popular.spotify_churn
group by is_churned,subscription_type
```

subscription_type	Customers	Songs_in_a_Day
Free	Churned	49
Family	Stayed	51
Premium	Churned	51
Student	Stayed	51
Family	Churned	50
Free	Stayed	49
Premium	Stayed	49
Student	Churned	53

```
select gender,case when is_churned = 1 then 'Churned' else 'Stayed' end as Customers,
round(sum(songs_played_per_day), 0) Songs_in_a_Day
from spotify_popular.spotify_churn
group by is_churned,gender
```

gender	Customers	Songs_in_a_Day
Female	Churned	35638
Other	Stayed	99191
Male	Churned	34283
Female	Stayed	96472
Other	Churned	34821
Male	Stayed	100613

```
#Countrywise user count and churn percentage
WITH country_stats AS (
   SELECT
      country,
      COUNT(*) AS total_users,
      SUM(CASE WHEN is_churned = 1 THEN 1 ELSE 0 END) AS churned_users
   FROM spotify_popular.spotify_churn
   GROUP BY country
)
SELECT
   country,
   total_users,
   churned_users,
   ROUND(churned_users * 100.0 / total_users, 2) AS churn_percentage
FROM country_stats
ORDER BY churn_percentage DESC;
```

country	total_users	churned_users	churn_percentage
PK	999	275	27.53
DE	1015	277	27.29
FR	989	269	27.20
AU	1034	266	25.73
US	1032	262	25.39
CA	954	237	24.84
UK	966	239	24.74
IN	1011	246	24.33

#Percentage of users churned by devices

```
WITH device_stats AS (
   SELECT
      device_type,
      COUNT(*) AS total_users,
      SUM(CASE WHEN is_churned = 1 THEN 1 ELSE 0 END) AS churned_users
   FROM spotify_popular.spotify_churn
   GROUP BY device_type
)
SELECT
   device_type,
   total_users,
   churned_users,
   ROUND(churned_users * 100.0 / total_users, 2) AS churn_percentage
FROM device_stats
ORDER BY churn_percentage DESC;
```

device_type	total_users	churned_users	churn_percentage
Mobile	2599	699	26.89
Desktop	2778	715	25.74
Web	2623	657	25.05

#Total minutes listened by Churned and Non churned users

```
select
case when is_churned = 1 then 'churned' else 'not_churned' end as status,
sum(listening_time) total_time_listened
from spotify_popular.spotify_churn
group by is_churned
```

status	total_time_listened
churned	316831
not_churned	915715

#Number of users with offline feature
select
case when is_churned = 1 then 'churned' else 'stayed' end as Customers,
count(offline_listening) offline_songs
from spotify_popular.spotify_churn
group by is_churned

Customers	offline_songs
churned	2071
stayed	5929

#Percentage churned in each subscription category
select subscription_type, count(*) total_users, sum(case when is_churned = 1 then 1 else 0 end)*100/count(*) percentage_churned from spotify_popular.spotify_churn
group by subscription_type

subscription_type	total_users	percentage_churned
Free	2018	24.9257
Family	1908	27.5157
Premium	2115	25.0591
Student	1959	26.1868

#Percentage churned by each gender
select gender, count(*) total_users, sum(case when is_churned = 1 then 1 else 0 end)*100/count(*) percentage_churned from spotify_popular.spotify_churn
group by gender

gender	total_users	percentage_churned
Female	2659	26.2881
Other	2650	26.1887
Male	2691	25.1951

#Average ads listened by each gender
select gender, count(*) total_users, avg(ads_listened_per_week) ads_listened_in_a_week from spotify_popular.spotify_churn
where is_churned = 1
group by gender

gender	total_users	ads_listened_in_a_week
Female	699	7.4549
Male	678	7.1578
Other	694	6.0634

#Number of users who churned and stayed
select case when is_churned = 1 then 'Churned' else 'Stayed' end Customers,count(*) Status from spotify_popular.spotify_churn
group by is_churned

Customers	Status
Churned	2071
Stayed	5929

#Overall churned percentage
select sum(case when is_churned = 1 then 1 else 0 end)*100/count(*) percent_churned, sum(case when is_churned = 0 then 1 else 0 end)*100/count(*) percent_stayed
from spotify_popular.spotify_churn

percent_churned	percent_stayed
25.8875	74.1125

#Average, Maximun and Minimum age of churned users
select round(avg(age), 0) avg_churn_age, max(age) max_churn_age, min(age) min_churn_age
from spotify_popular.spotify_churn
where is_churned = 1

avg_churn_age	max_churn_age	min_churn_age
38	59	16

#Average, Maximun and Minimum age of stayed users
select round(avg(age), 0) avg_age, max(age) max_age, min(age) min_age
from spotify_popular.spotify_churn
where is_churned = 0

avg_age	max_age	min_age
38	59	16