1. What is the distribution of customers across different geographies and genders?

SELECT

 Geography,

 COUNT (CustomerId) AS number\_of\_customers,

 Gender

FROM

 my-data-project-401909.Churn\_data.us\_bank\_churn

GROUP BY

 Geography,

 Gender

ORDER BY

 number\_of\_customers DESC,

 Gender

1. What is the number of active members, and how does it correlate with tenure?

SELECT

 COUNT (IsActiveMember) AS active\_clients,

 Tenure

FROM

 my-data-project-401909.Churn\_data.us\_bank\_churn

WHERE

 1 = IsActiveMember

GROUP BY

 Tenure

ORDER BY

 active\_clients DESC;

1. What is the relationship between credit score and customer churn?

SELECT

    Exited,

    AVG(CreditScore) AS AverageCreditScore

FROM

     my-data-project-401909.Churn\_data.us\_bank\_churn

GROUP BY

    Exited;

1. What is the Correlation between Average Estimated Salary and Number of products?

SELECT

AVG (EstimatedSalary) AS average\_estimated\_salary,

NumOfProducts

FROM

 my-data-project-401909.Churn\_data.us\_bank\_churn

WHERE

 NumOfProducts BETWEEN 1 AND 4

GROUP BY

 NumOfProducts;

1. How does average tenure compare to average age in the different geographies?

SELECT

 Geography,

 AVG (Tenure) AS average\_tenure,

 AVG (Age) AS average\_age

FROM

 my-data-project-401909.Churn\_data.us\_bank\_churn

GROUP BY

 Geography

ORDER BY

 Geography,

 average\_tenure DESC

LIMIT 10

1. How does average tenure vary across the different ages?

SELECT

    Age,

    AVG(Tenure) AS AverageTenure

FROM

   my-data-project-401909.Churn\_data.us\_bank\_churn

GROUP BY

    Age

ORDER BY

    Age

1. How does Gender compare to Credit score and customer churn?

SELECT

Gender,

AVG (CreditScore) AS avg\_credit\_score,

SUM (Exited) AS customer\_churn

FROM

 my-data-project-401909.Churn\_data.us\_bank\_churn

GROUP BY

 Gender

ORDER BY

 Gender;