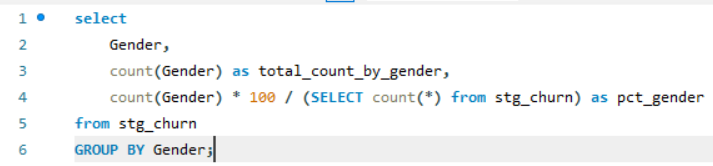
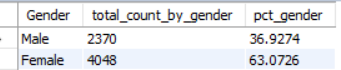
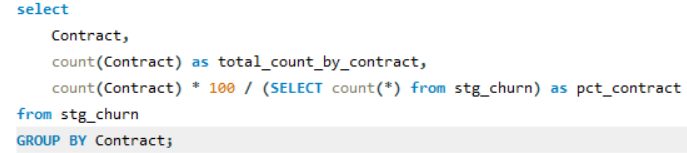
**Churn Analysis**

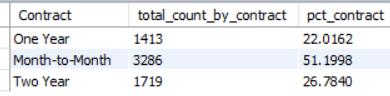
Pct\_gender



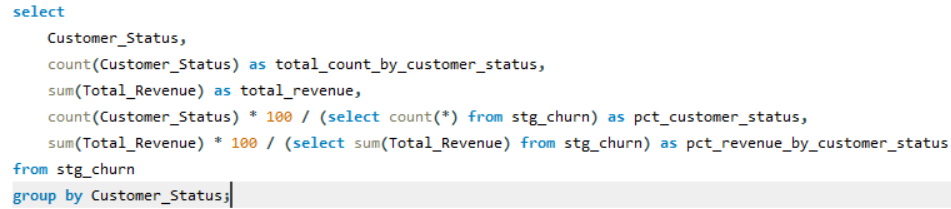


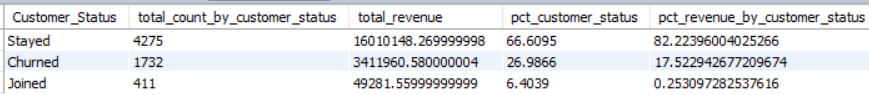
Pct\_contract



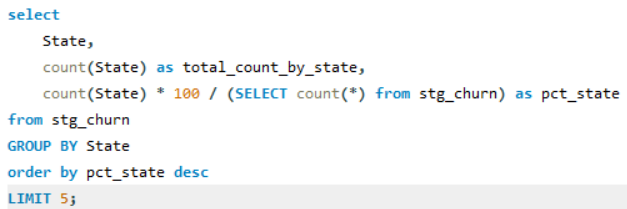


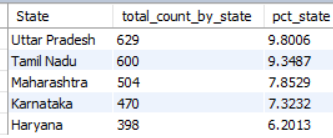
Pct\_revenue\_by\_customer\_status





Top 5 pct\_state





Check missing values in per columns:

SELECT

SUM(CASE WHEN Customer\_ID = "" THEN 1 ELSE 0 END) AS Customer\_ID\_Null\_Count,

SUM(CASE WHEN Gender = "" THEN 1 ELSE 0 END) AS Gender\_Null\_Count,

SUM(CASE WHEN Age IS NULL THEN 1 ELSE 0 END) AS Age\_Null\_Count,

SUM(CASE WHEN Married = "" THEN 1 ELSE 0 END) AS Married\_Null\_Count,

SUM(CASE WHEN State = "" THEN 1 ELSE 0 END) AS State\_Null\_Count,

SUM(CASE WHEN Number\_of\_Referrals IS NULL THEN 1 ELSE 0 END) AS Number\_of\_Referrals\_Null\_Count,

SUM(CASE WHEN Tenure\_in\_Months IS NULL THEN 1 ELSE 0 END) AS Tenure\_in\_Months\_Null\_Count,

SUM(CASE WHEN Value\_Deal = "" THEN 1 ELSE 0 END) AS Value\_Deal\_Null\_Count,

SUM(CASE WHEN Phone\_Service = "" THEN 1 ELSE 0 END) AS Phone\_Service\_Null\_Count,

SUM(CASE WHEN Multiple\_Lines = "" THEN 1 ELSE 0 END) AS Multiple\_Lines\_Null\_Count,

SUM(CASE WHEN Internet\_Service = "" THEN 1 ELSE 0 END) AS Internet\_Service\_Null\_Count,

SUM(CASE WHEN Internet\_Type = "" THEN 1 ELSE 0 END) AS Internet\_Type\_Null\_Count,

SUM(CASE WHEN Online\_Security = "" THEN 1 ELSE 0 END) AS Online\_Security\_Null\_Count,

SUM(CASE WHEN Online\_Backup = "" THEN 1 ELSE 0 END) AS Online\_Backup\_Null\_Count,

SUM(CASE WHEN Device\_Protection\_Plan = "" THEN 1 ELSE 0 END) AS Device\_Protection\_Plan\_Null\_Count,

SUM(CASE WHEN Premium\_Support = "" THEN 1 ELSE 0 END) AS Premium\_Support\_Null\_Count,

SUM(CASE WHEN Streaming\_TV = "" THEN 1 ELSE 0 END) AS Streaming\_TV\_Null\_Count,

SUM(CASE WHEN Streaming\_Movies = "" THEN 1 ELSE 0 END) AS Streaming\_Movies\_Null\_Count,

SUM(CASE WHEN Streaming\_Music = "" THEN 1 ELSE 0 END) AS Streaming\_Music\_Null\_Count,

SUM(CASE WHEN Unlimited\_Data = "" THEN 1 ELSE 0 END) AS Unlimited\_Data\_Null\_Count,

SUM(CASE WHEN Contract = "" THEN 1 ELSE 0 END) AS Contract\_Null\_Count,

SUM(CASE WHEN Paperless\_Billing = "" THEN 1 ELSE 0 END) AS Paperless\_Billing\_Null\_Count,

SUM(CASE WHEN Payment\_Method = "" THEN 1 ELSE 0 END) AS Payment\_Method\_Null\_Count,

SUM(CASE WHEN Monthly\_Charge IS NULL THEN 1 ELSE 0 END) AS Monthly\_Charge\_Null\_Count,

SUM(CASE WHEN Total\_Charges IS NULL THEN 1 ELSE 0 END) AS Total\_Charges\_Null\_Count,

SUM(CASE WHEN Total\_Refunds IS NULL THEN 1 ELSE 0 END) AS Total\_Refunds\_Null\_Count,

SUM(CASE WHEN Total\_Extra\_Data\_Charges IS NULL THEN 1 ELSE 0 END) AS Total\_Extra\_Data\_Charges\_Null\_Count,

SUM(CASE WHEN Total\_Long\_Distance\_Charges IS NULL THEN 1 ELSE 0 END) AS Total\_Long\_Distance\_Charges\_Null\_Count,

SUM(CASE WHEN Total\_Revenue IS NULL THEN 1 ELSE 0 END) AS Total\_Revenue\_Null\_Count,

SUM(CASE WHEN Customer\_Status = "" THEN 1 ELSE 0 END) AS Customer\_Status\_Null\_Count,

SUM(CASE WHEN Churn\_Category = "" THEN 1 ELSE 0 END) AS Churn\_Category\_Null\_Count,

SUM(CASE WHEN Churn\_Reason = "" THEN 1 ELSE 0 END) AS Churn\_Reason\_Null\_Count

FROM stg\_churn;