**Customer Churn Analysis – SQL Project**

**Objective**

To analyse customer churn and identify key patterns influencing churn rate using SQL for insights and Power BI for dashboard visualisation.

**Tools used:**

* Power BI
* SQL (SQLite)
* Excel

**Dataset source:**

[**https://www.kaggle.com/datasets/blastchar/telco-customer-churn**](https://www.kaggle.com/datasets/blastchar/telco-customer-churn)

**SQL Queries + Explanations**

1. **Churn Rate**

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**This code displays the percentage of customers who churned out of total – 26.54%.**

1. **Contract type vs Churn**

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Customers on long-term contracts are less likely to churn where as month-to-month contracts have a considerably high churn rate.

1. **Churn by Gender**

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No significant difference between genders.

1. **Average Monthly Charges vs Churn**

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Potential cost sensitivity insight. Customers with higher monthly charges show a slightly higher churn probability.

1. **Top 10 Churned Customers by Total Spend**

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Sorted table with top 10 churned customers based on revenue impact. Greatly useful for identifying high-value customers lost.

**Summary:**

* Month-to-month contracts drive most churn – opportunity for retention strategies.
* Monthly charges affect churn marginally – consider tiered discounts.
* Customer value scoring can help prioritise retention efforts.