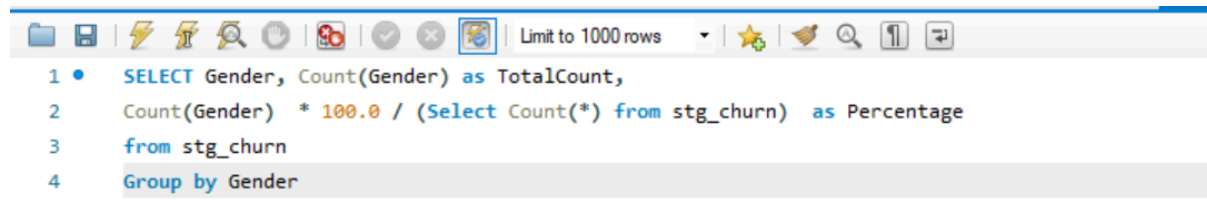


1) Finding the total number of people and their respective percentages based on Gender

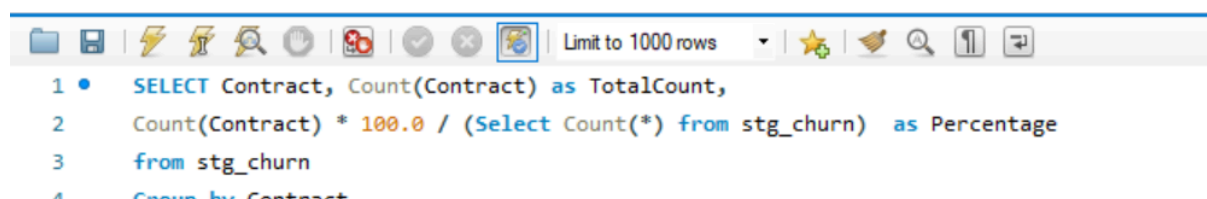


```
1 • SELECT Gender, Count(Gender) as TotalCount,  
2 Count(Gender) * 100.0 / (Select Count(*) from stg_churn) as Percentage  
3 from stg_churn  
4 Group by Gender
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	Gender	TotalCount	Percentage
▶	Male	2370	36.92739
	Female	4048	63.07261

2) Finding the Total Count of People and their respective percentages based on the Contract

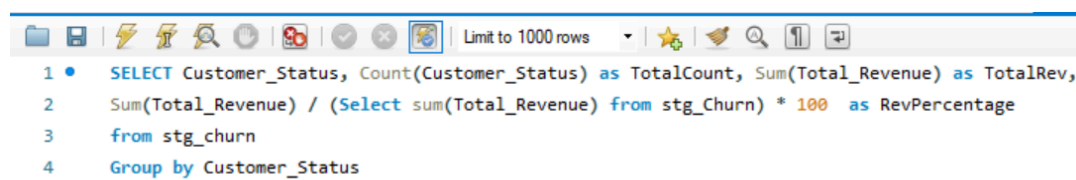


```
1 • SELECT Contract, Count(Contract) as TotalCount,  
2 Count(Contract) * 100.0 / (Select Count(*) from stg_churn) as Percentage  
3 from stg_churn  
4 Group by Contract
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	Contract	TotalCount	Percentage
▶	One Year	1413	22.01620
	Month-to-Month	3286	51.19975
	Two Year	1719	26.78404

3) Analyzing Customer Status

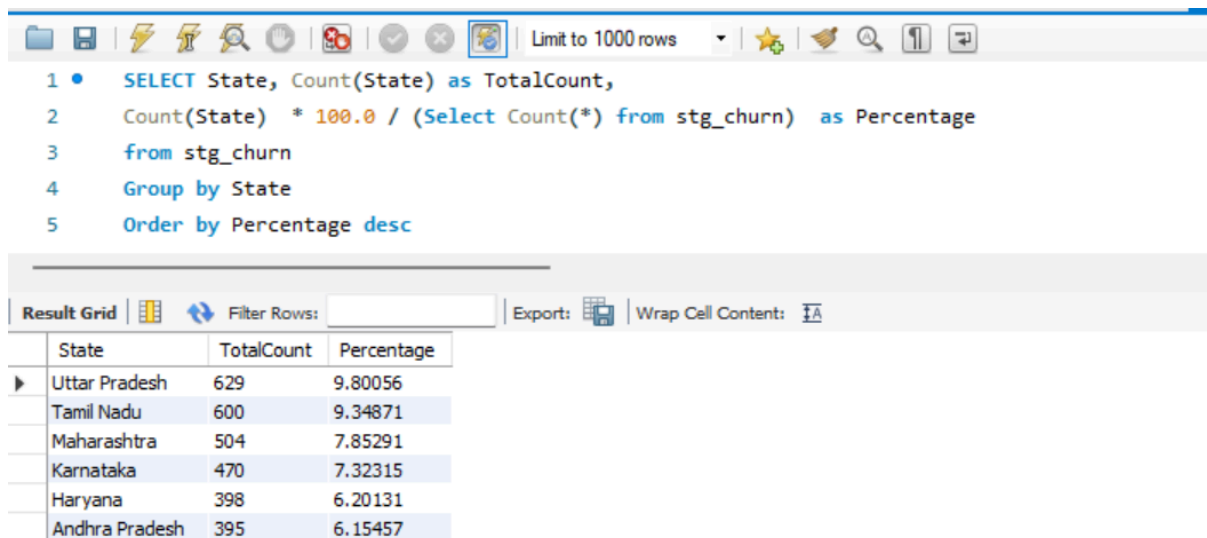


```
1 • SELECT Customer_Status, Count(Customer_Status) as TotalCount, Sum(Total_Revenue) as TotalRev,  
2 Sum(Total_Revenue) / (Select sum(Total_Revenue) from stg_Churn) * 100 as RevPercentage  
3 from stg_churn  
4 Group by Customer_Status
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	Customer_Status	TotalCount	TotalRev	RevPercentage
▶	Stayed	4275	16010148.269999998	82.22396004025266
	Churned	1732	3411960.5800000004	17.522942677209674
	Joined	411	49281.559999999999	0.253097282537616

4) Finding the total count of people and their respective percentages based on their State

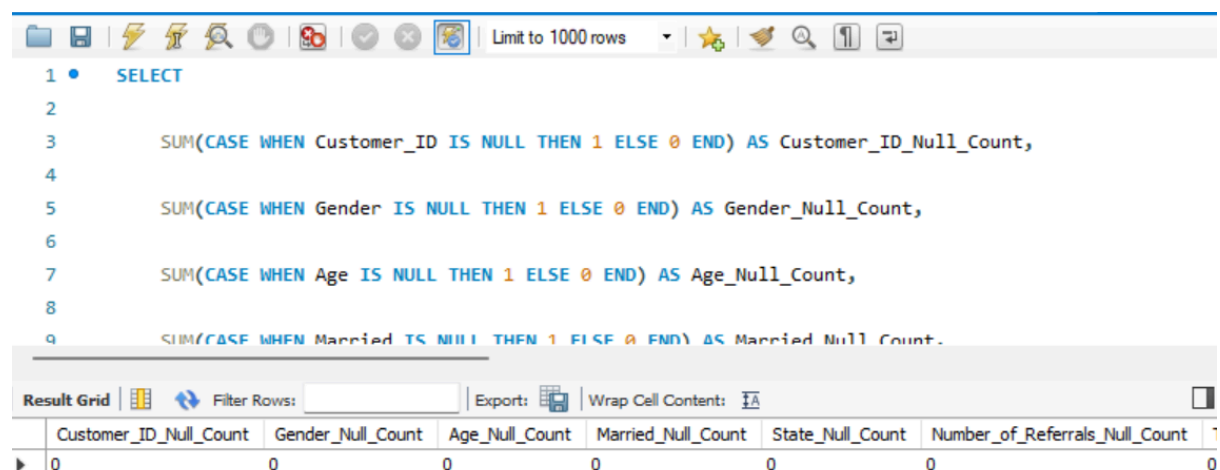


```
1 • SELECT State, Count(State) as TotalCount,  
2      Count(State) * 100.0 / (Select Count(*) from stg_churn) as Percentage  
3      from stg_churn  
4      Group by State  
5      Order by Percentage desc
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	State	TotalCount	Percentage
▶	Uttar Pradesh	629	9.80056
	Tamil Nadu	600	9.34871
	Maharashtra	504	7.85291
	Karnataka	470	7.32315
	Haryana	398	6.20131
	Andhra Pradesh	395	6.15457

5) Query to find Null Values in all column



```
1 • SELECT  
2  
3      SUM(CASE WHEN Customer_ID IS NULL THEN 1 ELSE 0 END) AS Customer_ID_Null_Count,  
4  
5      SUM(CASE WHEN Gender IS NULL THEN 1 ELSE 0 END) AS Gender_Null_Count,  
6  
7      SUM(CASE WHEN Age IS NULL THEN 1 ELSE 0 END) AS Age_Null_Count,  
8  
9      SUM(CASE WHEN Married IS NULL THEN 1 ELSE 0 END) AS Married_Null_Count,
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	Customer_ID_Null_Count	Gender_Null_Count	Age_Null_Count	Married_Null_Count	State_Null_Count	Number_of_Referrals_Null_Count	1
▶	0	0	0	0	0	0	0

Query:

SELECT

```
SUM(CASE WHEN Customer_ID IS NULL THEN 1 ELSE 0 END) AS Customer_ID_Null_Count,  
SUM(CASE WHEN Gender IS NULL 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 IS NULL THEN 1 ELSE 0 END) AS Married_Null_Count,  
SUM(CASE WHEN State IS NULL 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 IS NULL THEN 1 ELSE 0 END) AS Value_Deal_Null_Count,  
SUM(CASE WHEN Phone_Service IS NULL THEN 1 ELSE 0 END) AS Phone_Service_Null_Count,  
SUM(CASE WHEN Multiple_Lines IS NULL THEN 1 ELSE 0 END) AS Multiple_Lines_Null_Count,
```

```

SUM(CASE WHEN Internet_Service IS NULL THEN 1 ELSE 0 END) AS Internet_Service_Null_Count,
SUM(CASE WHEN Internet_Type IS NULL THEN 1 ELSE 0 END) AS Internet_Type_Null_Count,
SUM(CASE WHEN Online_Security IS NULL THEN 1 ELSE 0 END) AS Online_Security_Null_Count,
SUM(CASE WHEN Online_Backup IS NULL THEN 1 ELSE 0 END) AS Online_Backup_Null_Count,
SUM(CASE WHEN Device_Protection_Plan IS NULL THEN 1 ELSE 0 END) AS Device_Protection_Plan_Null_Count,
SUM(CASE WHEN Premium_Support IS NULL THEN 1 ELSE 0 END) AS Premium_Support_Null_Count,
SUM(CASE WHEN Streaming_TV IS NULL THEN 1 ELSE 0 END) AS Streaming_TV_Null_Count,
SUM(CASE WHEN Streaming_Movies IS NULL THEN 1 ELSE 0 END) AS Streaming_Movies_Null_Count,
SUM(CASE WHEN Streaming_Music IS NULL THEN 1 ELSE 0 END) AS Streaming_Music_Null_Count,
SUM(CASE WHEN Unlimited_Data IS NULL THEN 1 ELSE 0 END) AS Unlimited_Data_Null_Count,
SUM(CASE WHEN Contract IS NULL THEN 1 ELSE 0 END) AS Contract_Null_Count,
SUM(CASE WHEN Paperless_Billing IS NULL THEN 1 ELSE 0 END) AS Paperless_Billing_Null_Count,
SUM(CASE WHEN Payment_Method IS NULL 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 IS NULL THEN 1 ELSE 0 END) AS Customer_Status_Null_Count,
SUM(CASE WHEN Churn_Category IS NULL THEN 1 ELSE 0 END) AS Churn_Category_Null_Count,
SUM(CASE WHEN Churn_Reason IS NULL THEN 1 ELSE 0 END) AS Churn_Reason_Null_Count
FROM stg_churn;

```

6) Creating Views for Power BI

Query for creating view named vw_churndata

Create View vw_churndata as

Select * from stg_churn where Customer_Status In ('Churned', 'Stayed')

Query for creating view named vw_joindata

Create View vw_joindata as

Select * from stg_churn where Customer_Status = 'Joined'