

SQL

How many customers are there in each gender category, and what percentage of the total do they represent?
What is the gender distribution of our customers?

The screenshot shows a SQL IDE with a script editor and a results grid. The script editor contains a SQL query to calculate the percentage of customers by gender. The results grid shows the output of this query, with columns for gender, total count, and percentage.

SQL Query:

```
SELECT "Gender", COUNT("Gender") AS TotalCount,
       COUNT("Gender") * 100.0 / (SELECT COUNT(*) FROM customer_data) AS Percentage
FROM customer_data
GROUP BY "Gender";
```

Results Grid:

	A2 Gender	123 totalcount	123 percentage
1	Female	4,048	63.0726082892
2	Male	2,370	36.9273917108

What is the distribution (count and percentage) of customers by their contract type in the customer_data table?

```

SELECT "Contract", COUNT("Contract") AS TotalCount, COUNT("Contract") * 100.0 / (SELECT COUNT(*) FROM customer_data) AS Percentage
FROM customer_data
GROUP BY "Contract";

```

Contract	totalcount	percentage
Two Year	1,719	26.7840448738
Month-to-Month	3,286	51.1997507012
One Year	1,413	22.0162044251

What is the total customer count and revenue contribution by customer status (Churned, Stayed, Joined)?
It helps answer:

- How many customers are in each status category?
- How much revenue each group brings in?
- What percentage of total revenue is contributed by each status group?

```
SELECT "Customer_Status",
       Count("Customer_Status") AS TotalCount,
       SUM("Total_Revenue") AS TotalRev,
       SUM("Total_Revenue") / (SELECT SUM("Total_Revenue") FROM customer_data) * 100 AS RevPercentage
FROM customer_data
GROUP BY "Customer_Status";
```

customer_data 1 customer_data 2 X

SELECT "Customer_Status", Count("Customer_Status") AS Enter a SQL expression to filter results (use Ctrl+Space)

	A-Z Customer_Status	123 totalcount	123 totalrev	123 revpercentage
1	Churned	1,732	3,411,964.5	17.5229519606
2	Stayed	4,275	16,010,143	82.2238862514
3	Joined	411	49,281.562	0.2530971542

Customer_Status	TotalCount	TotalRev	RevPercentage
-----------------	------------	----------	---------------

Churned	1,732	3.4 million	17.52%
Stayed	4,275	16 million	82.22%
Joined	411	49k	0.25%

Insights:

- Most of the revenue (82.22%) is coming from **"Stayed"** customers.
- **Churned** customers contributed **17.5%** of the revenue before leaving.
- **Newly joined** customers currently contribute a **very small portion** of total revenue.

Which 10 states have the highest number of customers, and what percentage of the total customer base does each represent?

SELECT "State", COUNT("State") AS TotalCount,
COUNT("State") * 100.0 / (SELECT COUNT(*) FROM customer_data) AS Percentage
FROM customer_data
GROUP BY "State"
ORDER BY Percentage DESC
LIMIT 10;

customer_data 1customer_data 2 X

SELECT "State", COUNT("State") AS TotalCount, COUNT("%" Enter a SQL expression to filter results (use Ctrl+Space)

Grid

	A-Z State	123 totalcount	123 percentage
1	Uttar Pradesh	629	9.8005609224
2	Tamil Nadu	600	9.3487067622
3	Maharashtra	504	7.8529136803
4	Karnataka	470	7.3231536304
5	Haryana	398	6.2013088189
6	Andhra Pradesh	395	6.1545652851
7	West Bengal	368	5.7338734808
8	Punjab	342	5.3287628545
9	Bihar	336	5.2352757868
10	Gujarat	335	5.2196946089

- **Market concentration:** Shows which states hold the largest share of your customer base.
- **Regional strategy:** Helps prioritize states for campaigns, outreach, or resource allocation.
- **Trend detection:** Useful in churn, satisfaction, or revenue comparisons by state later on.

```

CREATE TABLE prod_churn AS
SELECT
    "Customer_ID",
    "Gender",
    "Age",
    "Married",
    "State",
    "Number_of_Referrals",
    "Tenure_in_Months",
    COALESCE("Value_Deal", 'None') AS "Value_Deal",
    "Phone_Service",
    COALESCE("Multiple_Lines", 'No') AS "Multiple_Lines",
    "Internet_Service",
    COALESCE("Internet_Type", 'None') AS "Internet_Type",
    COALESCE("Online_Security", 'No') AS "Online_Security",
    COALESCE("Online_Backup", 'No') AS "Online_Backup",
    COALESCE("Device_Protection_Plan", 'No') AS "Device_Protection_Plan",
    COALESCE("Premium_Support", 'No') AS "Premium_Support",
    COALESCE("Streaming_TV", 'No') AS "Streaming_TV",
    COALESCE("Streaming_Movies", 'No') AS "Streaming_Movies",
    COALESCE("Streaming_Music", 'No') AS "Streaming_Music",
    COALESCE("Unlimited_Data", 'No') AS "Unlimited_Data",
    "Contract",
    "Paperless_Billing",
    "Payment_Method",
    "Monthly_Charge",
    "Total_Charges",
    "Total_Refunds",
    "Total_Extra_Data_Charges",
    "Total_Long_Distance_Charges",
    "Total_Revenue",
    "Customer_Status",
    COALESCE("Churn_Category", 'Others') AS "Churn_Category",
    COALESCE("Churn_Reason", 'Others') AS "Churn_Reason"
FROM customer_data;

```

Statistics 1

Name	Value
Updated Rows	6418
Execute time	0.069s
Start time	Sun Jul 20 12:26:30 EDT 2025
Finish time	Sun Jul 20 12:26:30 EDT 2025
Query	CREATE TABLE prod_churn AS SELECT "Customer_ID"