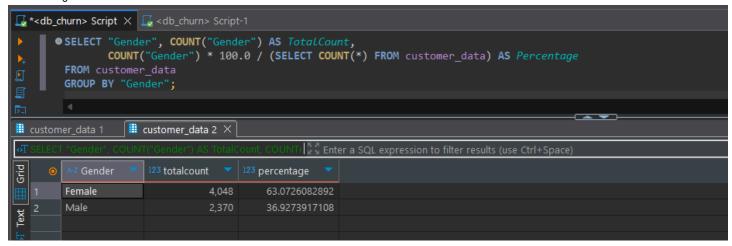
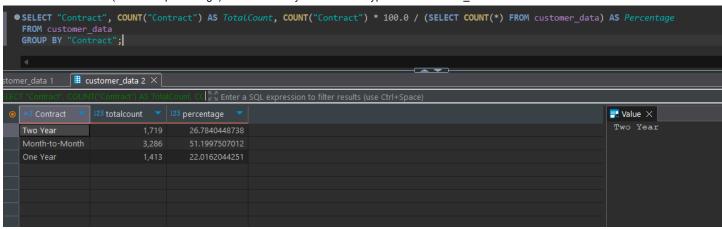
How many customers are there in each gender category, and what percentage of the total do they represent? What is the gender distribution of our customers?

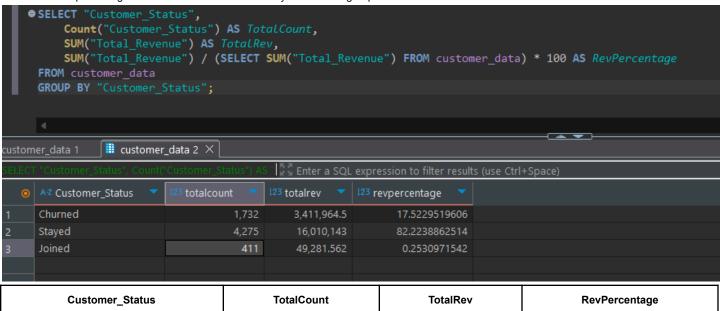


What is the distribution (count and percentage) of customers by their contract type in the customer_data table?



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?

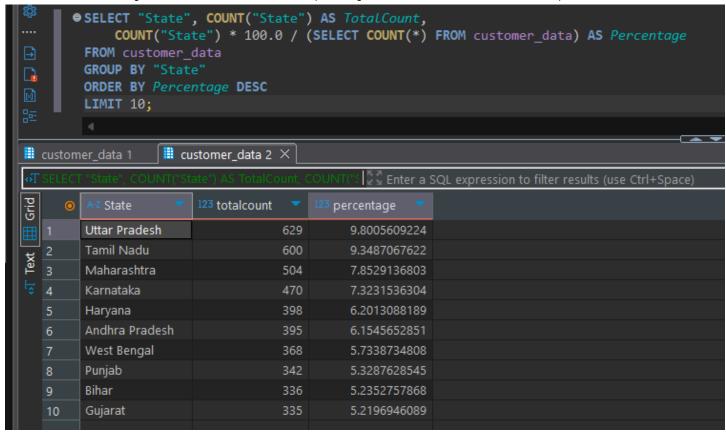


Churned	1,732	3.4 million	17.52%
Stayed	4,275	16 million	82.22%
Joined	411	49k	0.25%

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?



- 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.

```
*<db_churn> Script-1
                                            ● CREATE TABLE prod_churn AS
        SELECT
            "Customer_ID",
            "Gender",
            "Age",
Σ_
            "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",
ⅎ
            COALESCE("Churn_Category", 'Others') AS "Churn_Category",
            COALESCE("Churn_Reason", 'Others') AS "Churn_Reason"
FROM customer data;
Statistics 1 X
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
```