**1.Churn Analysis: Identify churned customers and their demographics:**

select City,Country,count(c.Customer\_ID) as Churnedcustomer,avg(a.Balance) as Churnedcustomerbalance

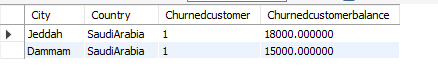
from Customers c inner join Accountss a

on c.Customer\_ID=a.Customer\_ID

where c.Churned='Yes'

group by City,Country

order by Churnedcustomer;



2.Customer Segmentation by Balance:

select c.Customer\_ID,c.Name,

case

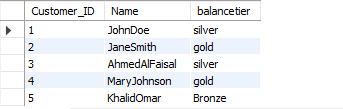
when a.Balance<16000 then 'Bronze'

when a.Balance between 16000 and 30000 then 'silver'

when a.Balance>30000 then 'gold' end as balancetier

from Customers c inner join Accountss a

on c.Customer\_ID=a.Customer\_ID;



3.SELECT c.Country, AVG(Loan\_Amount) AS Avg\_Loan, AVG(Interest\_Rate) AS Avg\_Interest,

COUNT(CASE WHEN Defaulted = 'Yes' THEN 1 END) AS Defaulted\_Loans

FROM Loans l inner join Customers c

on l.Customer\_ID=c.Customer\_ID

GROUP BY c.Country

ORDER BY Defaulted\_Loans DESC;



4. SELECT A.Customer\_ID, A.Balance, AVG(A.Balance) OVER (PARTITION BY C.Country) AS Avg\_Balance\_By\_Country,

CASE

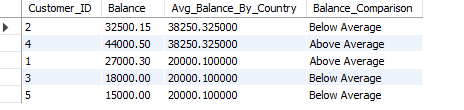
WHEN A.Balance > AVG(A.Balance) OVER (PARTITION BY C.Country) THEN 'Above Average'

ELSE 'Below Average'

END AS Balance\_Comparison

FROM

Accountss A JOIN Customers C ON A.Customer\_ID = C.Customer\_ID;



5. Identify Churned Customers with Recent Fraudulent Transactions

SELECT T.Account\_ID, T.Transaction\_ID, T.Transaction\_Date, T.Is\_Fraud, C.Churned, A.Last\_Transaction\_Date

FROM Transactions T JOIN Accountss A

ON T.Account\_ID = A.Account\_ID

JOIN Customers C ON A.Customer\_ID = C.Customer\_ID

WHERE T.Is\_Fraud = 'Yes' AND C.Churned = 'Yes';

