```
CREATE DATABASE customer_churn;

SELECT COUNT(*) FROM saas_customer;
```

1. Overall Churn Rate

```
SELECT
COUNT(*) AS total_customers,
SUM(churn) AS churned_customers,
ROUND(SUM(churn) * 100.0 / COUNT(*), 2) AS churn_rate_percent
FROM saas_customer;
```

total_customers	churned_customers	churn_rate_percent
64374	30493	47.37

2. Churn by Subscription Type

```
SELECT
subscription_type,
COUNT(*) AS total,
SUM(churn) AS churned,
ROUND(SUM(churn) * 100.0 / COUNT(*), 2) AS churn_rate_percent
FROM saas_customer
GROUP BY subscription_type
ORDER BY churn_rate_percent DESC;
```

subscription_type	total	churned	churn_rate_percent
Basic	21451	10356	48.28
Standard	21502	10177	47.33
Premium	21421	9960	46.50

3. Churn by Contract Length

```
SELECT
contract_length,
COUNT(*) AS total,
SUM(churn) AS churned,
ROUND(SUM(churn) * 100.0 / COUNT(*), 2) AS churn_rate_percent
FROM saas_customer
GROUP BY contract_length
ORDER BY churn_rate_percent DESC;
```

contract_length	total	churned	churn_rate_percent
Monthly	22130	11421	51.61
Annual	21410	9895	46.22
Quarterly	20834	9177	44.05

4. Average Usage and Spend by Churn Status

```
SELECT
churn,
ROUND(AVG(usage_frequency), 2) AS avg_usage,
ROUND(AVG(total_spend), 2) AS avg_spend,
ROUND(AVG(payment_delay), 2) AS avg_delay
FROM saas_customer
GROUP BY churn;
```

churn	avg_usage	avg_spend	avg_delay
1	14.01	519.34	22.33
0	16.04	560.54	12.45

5. Churn by Support Ticket Volume

```
SELECT
support_calls,
COUNT(*) AS total_users,
SUM(churn) AS churned_users,
ROUND(SUM(churn) * 100.0 / COUNT(*), 2) AS churn_rate
FROM saas_customer
```

```
GROUP BY support_calls
ORDER BY churn_rate DESC
LIMIT 10;
```

support_calls	total_users	churned_users	churn_rate
7	6599	4077	61.78
8	6649	4053	60.96
9	6664	4059	60.91
10	6587	3998	60.70
6	6639	4024	60.61
5	6657	4025	60.46
4	5148	1639	31.84
3	4723	1173	24.84
0	4967	1203	24.22
2	4812	1114	23.15

6. Segment Customers by Tenure

```
SELECT
CASE
WHEN tenure <= 6 THEN '0-6 months'
WHEN tenure BETWEEN 7 AND 12 THEN '7-12 months'
WHEN tenure BETWEEN 13 AND 24 THEN '13-24 months'
ELSE '25+ months'
END AS tenure_group,
COUNT(*) AS total_users,
SUM(churn) AS churned_users,
ROUND(SUM(churn) * 100.0 / COUNT(*), 2) AS churn_rate
FROM saas_customer
GROUP BY tenure_group
ORDER BY churn_rate DESC;
```

tenure_group	total_users	churned_users	churn_rate
25+ months	41727	23331	55.91
0-6 months	5710	1945	34.06
13-24 months	11287	3546	31.42
7-12 months	5650	1671	29.58