Customer Churn & Behavior Analysis – UK Streaming Company

By: Aarti Paridwal

Project Summary

This SQL project analyzes customer behavior from a fictional UK-based streaming company. It focuses on identifying active and inactive users, revenue trends, and popular content. The goal is to derive strategic insights to improve customer engagement, retention, and marketing.

Objective

To analyze customer engagement, subscription revenue, and identify churned users using SQL queries on customer, subscription, and watch history data.

Tools Used

* SQLite
* SQL Queries
* MS Word

Data Used

* customers (customer_id, name, city)
* subscriptions (customer_id, amount_paid)
* watch_history (customer_id, show_name)

SQL Analysis

1. Question / Business Problem

> Q1: Find in which city most customers live.

SQL Query:

```
SELECT city, COUNT(*) AS total_customers
FROM customers
GROUP BY city
ORDER BY total_customers DESC;
```

Result:

```
City  Total Customers
London      2
Manchester  1
Leeds 1
Birmingham  1
```

Insight:

> London has the highest number of customers. Good target for marketing.

2. Question / Business Problem

> Q2: Identify customers who paid the highest.

SQL Query:

```
SELECT c.name, c.city, s.amount_paid
FROM customers c
JOIN subscriptions s ON c.customer_id = s.customer_id
ORDER BY s.amount_paid DESC;
```

Result:

```
Name  City  Amount Paid
Asha  London      120
Elena Birmingham  120
John  Leeds 120
Rahul Manchester  80
Maya  London      80
```

Insight:

> Asha and John have paid the highest amounts. They are valuable loyal customers.

3. Question / Business Problem

> Q3: Identify most popular content.

SQL Query:

```
SELECT show_name, COUNT(*) AS total_views
FROM watch_history
GROUP BY show_name
ORDER BY total_views DESC;
```

Result:

```
Show Name   Total Views
Stranger Things   2
The Crown   2
Peaky Blinders    1
Breaking Bad      1
```

Insight:

> "Stranger Things" is the most watched show — it's a popular favorite. The platform can promote similar content.

4. Question / Business Problem

> Q4: Understand customer engagement (Total watch time per customer).

SQL Query:

```
SELECT c.name, c.city, SUM(w.duration_minutes) AS total_watch_time
FROM customers c
JOIN watch_history w ON c.customer_id = w.customer_id
GROUP BY c.name, c.city
ORDER BY total_watch_time DESC;
```

Result:

```
Name  City  Total Watch Time
Asha  London      105
John  Leeds 70
Maya  London      65
Elena Birmingham  55
Rahul Manchester  50
```

Insight:

> Customer John has the highest total watch time. He is a highly engaged user. Such users should be given loyalty rewards.

5. Question / Business Problem

> Q5: Identify users who did not watch any show.

SQL Query:

```
SELECT c.name
FROM customers c
LEFT JOIN watch_history w ON c.customer_id = w.customer_id
WHERE w.show_name IS NULL;
```

Result:

```
Name
Maya
```

Insight:

> Maya did not watch any show. Likely a churned user. We should re-engage her via email or exclusive offers.

Recommendations

* Focus marketing in London (most users)
* Create loyalty rewards for top-paying customers (e.g., Asha, John)
* Promote shows similar to 'Stranger Things' and 'The Crown'
* Re-engage inactive users (e.g., Maya) with emails and offers

Conclusion

This SQL-based customer behavior analysis project enabled me to extract valuable business insights from customer, subscription, and watch history data of a fictional UK streaming platform. By identifying the top-paying users, most-watched content, and inactive customers, I learned how data can drive real-world decisions such as churn reduction, personalized marketing, and customer engagement strategies.

This project helped me improve my SQL query skills, logical thinking, and ability to draw strategic conclusions from raw data. It also gave me practical exposure to how data analysts solve real business problems through structured analysis.