

SQLQuery1....\ACER (65))* X sql athen aw...88\ACER (51)

```
1 SELECT COUNT(*) AS Total_Customers FROM churn_athena_ready;
2
3
4 SELECT TOP 10 * FROM churn_athena_ready;
5
6
7 SELECT
8     COLUMN_NAME,
9     DATA_TYPE,
10    CHARACTER_MAXIMUM_LENGTH
11 FROM INFORMATION_SCHEMA.COLUMNS
12 WHERE TABLE_NAME = 'churn_athena_ready';
13 GO
14
```

91 % No issues found

Ln: 6, Ch: 1 SPC CRLF Windows 1252

Results Messages

| Total_Customers | | | | | | | | | | | | | | |
|-----------------|-------------|--------------------------------------|-----|--------|-------------------|--------------------|-----------------|---------|--------|------------------|---------|----------------|--------------------|-----------|
| 1 | 4999 | | | | | | | | | | | | | |
| | customer_id | customer_uuid | age | gender | subscription_type | watch_hours | last_login_days | region | device | monthly_fee | churned | payment_method | number_of_profiles | avg_watch |
| 1 | 1 | 49a5dfd9-7e69-4022-a6ad-0a1b9767fb5b | 47 | Other | Standard | 0.6999999988079071 | 19 | Europe | Mobile | 13.9899997711182 | 1 | Gift Card | 5 | 0.0299999 |
| 2 | 2 | 4d71f6ce-fca9-4ff7-8afa-197ac24de14b | 27 | Female | Standard | 16.3199996948242 | 10 | Asia | TV | 13.9899997711182 | 0 | Crypto | 2 | 1.4800000 |
| 3 | 3 | d3c72c38-631b-4f9e-8a0e-de103cad1a7d | 53 | Other | Premium | 4.51000022888184 | 12 | Oceania | TV | 17.9899997711182 | 1 | Crypto | 2 | 0.3499999 |
| 4 | 4 | 4e265c34-103a-4dbb-9553-76c9aa47e946 | 56 | Other | Standard | 1.88999998569489 | 13 | Africa | Mobile | 13.9899997711182 | 1 | Crypto | 2 | 0.1299999 |
| 5 | 5 | d8079475-5be7-47e9-8782-ceb7ff61395e | 58 | Female | Standard | 13.8000001907349 | 26 | Oceania | Mobile | 13.9899997711182 | 0 | Debit Card | 3 | 0.5099999 |
| 6 | 6 | 8e63450a-13d6-4e83-bbb5-6aebde9152cb | 48 | Other | Basic | 13.8299999237061 | 20 | Asia | TV | 8.98999977111816 | 0 | Gift Card | 5 | 0.6600000 |
| 7 | 7 | 02387681-8c42-462a-807a-de0168c73b38 | 51 | Male | Basic | 14.3000001907349 | 56 | Europe | Mobile | 8.98999977111816 | 1 | Gift Card | 1 | 0.25 |
| 8 | 8 | 0bcaad0c-545c-4ee1-85a6-75e165f39361 | 45 | Other | Basic | 9.97999954223633 | 10 | Asia | Mobile | 8.98999977111816 | 0 | PayPal | 3 | 0.9100000 |

| | COLUMN_NAME | DATA_TYPE | CHARACTER_MAXIMUM_LENGTH |
|---|---------------|-----------|--------------------------|
| 1 | customer_id | smallint | NULL |
| 2 | customer_uuid | nvarchar | 50 |
| 3 | age | tinyint | NULL |
| 4 | gender | nvarchar | 50 |

Query executed successfully. DESKTOP-MU3C888\SQLEXPRESS ... DESKTOP-MU3C888\ACER (65) ott_churn db 00:00:00 Row: 1, Col: 1 31 rows

```

4  SELECT
5      COUNT(*) AS total_customers,
6      SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned_customers,
7      CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate_percent,
8      -- Revenue Metrics
9      CAST(SUM(monthly_fee) AS DECIMAL(10,2)) AS monthly_revenue,
10     CAST(SUM(annual_revenue) AS DECIMAL(10,2)) AS annual_revenue,
11     CAST(SUM(annual_revenue) / 10000000.0 AS DECIMAL(10,2)) AS annual_revenue_cr,
12     -- Loss Metrics
13     CAST(SUM(CASE WHEN churned = 1 THEN annual_revenue ELSE 0 END) AS DECIMAL(10,2)) AS annual_loss,
14     CAST(SUM(CASE WHEN churned = 1 THEN annual_revenue ELSE 0 END) / 10000000.0 AS DECIMAL(10,2)) AS loss_cr,
15     -- Risk Metrics
16     CAST(SUM(revenue_at_risk) AS DECIMAL(10,2)) AS total_at_risk,
17     CAST(SUM(revenue_at_risk) / 10000000.0 AS DECIMAL(10,2)) AS at_risk_cr,
18     -- Averages
19     CAST(AVG(monthly_fee) AS DECIMAL(10,2)) AS avg_monthly_fee,
20     CAST(AVG(clv) AS DECIMAL(10,2)) AS avg_clv,
21     CAST(AVG(risk_score) AS DECIMAL(10,2)) AS avg_risk_score
22 FROM churn_athena_ready;
23 GO

```

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Results Messages

| | total_customers | churned_customers | churn_rate_percent | monthly_revenue | annual_revenue | annual_revenue_cr | annual_loss | loss_cr | total_at_risk | at_risk_cr | avg_monthly_fee | avg_clv | avg_risk_score |
|---|-----------------|-------------------|--------------------|-----------------|----------------|-------------------|-------------|---------|---------------|------------|-----------------|---------|----------------|
| 1 | 4999 | 2514 | 50.29 | 68408.01 | 820896.13 | 0.08 | 396010.32 | 0.04 | 621050.27 | 0.06 | 13.68 | 492.64 | 75.66 |

```
26 -- Q2: Risk Category Breakdown
27 -----
28 SELECT
29     risk_category,
30     COUNT(*) AS customer_count,
31     CAST(COUNT(*) * 100.0 / SUM(COUNT(*) OVER()) AS DECIMAL(10,2)) AS percentage,
32
33     -- Churn in each category
34     SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned_count,
35     CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
36
37     -- Financial Impact
38     CAST(SUM(annual_revenue) AS DECIMAL(10,2)) AS total_revenue,
39     CAST(SUM(revenue_at_risk) AS DECIMAL(10,2)) AS revenue_at_risk,
40     CAST(SUM(revenue_at_risk) / 100000.0 AS DECIMAL(10,2)) AS at_risk_lakhs,
41
42     -- Average Metrics
43     CAST(AVG(risk_score) AS DECIMAL(10,2)) AS avg_risk_score,
44     CAST(AVG(monthly_fee) AS DECIMAL(10,2)) AS avg_fee
45 FROM churn athena ready
```

| | total_customers | churned_customers | churn_rate_percent | monthly_revenue | annual_revenue | annual_revenue_cr | annual_loss | loss_cr | total_at_risk | at_risk_cr | avg_monthly_fee | avg_cli | avg_risk_score |
|---|-----------------|-------------------|--------------------|-----------------|----------------|-------------------|-------------|---------|---------------|------------|-----------------|---------|----------------|
| 1 | 4999 | 2514 | 50.29 | 88408.01 | 820895.13 | 0.08 | 396010.32 | 0.04 | 621050.27 | 0.06 | 13.68 | 492.64 | 75.66 |

| | risk_category | customer_count | percentage | churned_count | churn_rate | total_revenue | revenue_at_risk | at_risk_lakhs | avg_risk_score | avg_fee |
|---|---------------|----------------|------------|---------------|------------|---------------|-----------------|---------------|----------------|---------|
| 1 | CRITICAL | 774 | 15.48 | 684 | 89.66 | 128079.12 | 120435.58 | 1.20 | 94.02 | 13.79 |
| 2 | HIGH | 1857 | 37.15 | 1347 | 72.54 | 303161.16 | 248563.23 | 2.50 | 82.40 | 13.60 |
| 3 | MEDIUM | 1788 | 35.37 | 466 | 26.36 | 201903.84 | 197182.67 | 1.97 | 67.55 | 13.76 |
| 4 | LOW | 600 | 12.00 | 7 | 1.17 | 97752.00 | 53968.79 | 0.54 | 55.03 | 13.58 |

```

1  -- =====
2  -- Q3: Subscription Type Performance
3  -- =====
4  SELECT
5      subscription_type,
6      COUNT(*) AS customers,
7      CAST(COUNT(*) * 100.0 / SUM(COUNT(*) OVER()) AS DECIMAL(10,2)) AS customer_percent,
8
9      -- Churn Metrics
10     SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned,
11     CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
12
13     -- Revenue
14     CAST(SUM(annual_revenue) AS DECIMAL(10,2)) AS total_revenue,
15     CAST(AVG(monthly_fee) AS DECIMAL(10,2)) AS avg_fee,
16     CAST(SUM(CASE WHEN churned = 1 THEN annual_revenue ELSE 0 END) AS DECIMAL(10,2)) AS loss_amount,
17
18     -- Engagement
19     CAST(AVG(watch_hours) AS DECIMAL(10,2)) AS avg_watch_hours,
20     CAST(AVG(last_login_days) AS DECIMAL(10,2)) AS avg_login_days,
21     CAST(AVG(avg_watch_time_per_day) AS DECIMAL(10,2)) AS avg_daily_watch
22 FROM churn_athena_ready
23 GROUP BY subscription_type
24 ORDER BY churn_rate DESC;
25 GO

```

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Results Messages

| subscription_type | customers | customer_percent | churned | churn_rate | total_revenue | avg_fee | loss_amount | avg_watch_hours | avg_login_days | avg_daily_watch |
|-------------------|-----------|------------------|---------|------------|---------------|---------|-------------|-----------------|----------------|-----------------|
| Basic | 1660 | 33.21 | 1026 | 61.81 | 170080.80 | 8.99 | 110684.88 | 11.52 | 30.00 | 0.92 |
| Standard | 1646 | 32.93 | 748 | 45.44 | 276330.40 | 13.99 | 125574.24 | 11.69 | 30.00 | 0.84 |
| Premium | 1693 | 33.87 | 740 | 43.71 | 365484.85 | 17.99 | 159751.20 | 11.72 | 30.00 | 0.86 |

```
1  -- =====
2  -- Q4: Region-wise Analysis
3  -- =====
4  SELECT
5      region,
6      COUNT(*) AS customers,
7      CAST(COUNT(*) * 100.0 / SUM(COUNT(*) OVER()) AS DECIMAL(10,2)) AS customer_percent,
8
9      -- Churn
10     SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned_count,
11     CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
12
13     -- Revenue Impact
14     CAST(SUM(annual_revenue) / 100000.0 AS DECIMAL(10,2)) AS revenue_lakhs,
15     CAST(SUM(CASE WHEN churned = 1 THEN annual_revenue ELSE 0 END) / 100000.0 AS DECIMAL(10,2)) AS loss_lakhs,
16     CAST(SUM(revenue_at_risk) / 100000.0 AS DECIMAL(10,2)) AS at_risk_lakhs,
17
18     -- Engagement
19     CAST(AVG(watch_hours) AS DECIMAL(10,2)) AS avg_watch,
20     CAST(AVG(last_login_days) AS DECIMAL(10,2)) AS avg_login
21 FROM churn_athena_ready
22 GROUP BY region
23 ORDER BY loss_lakhs DESC;
24 GO
```

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Results Messages

| | region | customers | customer_percent | churned_count | churn_rate | revenue_lakhs | loss_lakhs | at_risk_lakhs | avg_watch | avg_login |
|---|---------------|-----------|------------------|---------------|------------|---------------|------------|---------------|-----------|-----------|
| 1 | Europe | 867 | 17.34 | 448 | 51.67 | 1.42 | 0.71 | 1.08 | 11.41 | 30.00 |
| 2 | South America | 873 | 17.46 | 449 | 51.43 | 1.43 | 0.70 | 1.08 | 11.82 | 30.00 |
| 3 | Asia | 841 | 16.82 | 426 | 50.65 | 1.37 | 0.67 | 1.04 | 11.28 | 30.00 |
| 4 | North America | 851 | 17.02 | 421 | 49.47 | 1.39 | 0.66 | 1.06 | 11.91 | 30.00 |
| 5 | Oceania | 765 | 15.30 | 383 | 50.07 | 1.27 | 0.62 | 0.96 | 11.75 | 29.00 |
| 6 | Africa | 802 | 16.04 | 387 | 48.25 | 1.32 | 0.60 | 0.99 | 11.71 | 29.00 |

```
1  -- =====
2  -- Q5: Payment Method Analysis
3  -- =====
4  SELECT
5      payment_method,
6      COUNT(*) AS users,
7      CAST(COUNT(*) * 100.0 / SUM(COUNT(*)) OVER() AS DECIMAL(10,2)) AS user_percent,
8
9      -- Risk Metrics
10     SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned,
11     CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
12     CAST(AVG(risk_score) AS DECIMAL(10,2)) AS avg_risk,
13
14     -- Financial
15     CAST(SUM(annual_revenue) / 100000.0 AS DECIMAL(10,2)) AS revenue_lakhs,
16     CAST(SUM(CASE WHEN churned = 1 THEN annual_revenue ELSE 0 END) / 100000.0 AS DECIMAL(10,2)) AS loss_lakhs,
17
18     -- Priority
19     CASE
20         WHEN AVG(churned * 1.0) > 0.4 THEN '🔴 HIGH PRIORITY'
21         WHEN AVG(churned * 1.0) > 0.25 THEN '🟡 MEDIUM PRIORITY'
22         ELSE '🟢 LOW PRIORITY'
23     END AS action_priority
24 FROM churn_athena_ready
25 GROUP BY payment_method
26 ORDER BY churn_rate DESC;
27 GQ
```

| | payment_method | users | user_percent | churned | churn_rate | avg_risk | revenue_lakhs | loss_lakhs | action_priority |
|---|----------------|-------|--------------|---------|------------|----------|---------------|------------|------------------|
| 1 | Crypto | 995 | 19.90 | 594 | 59.70 | 75.99 | 1.66 | 0.98 | ?? HIGH PRIORITY |
| 2 | Gift Card | 975 | 19.50 | 563 | 57.74 | 76.18 | 1.61 | 0.91 | ?? HIGH PRIORITY |
| 3 | PayPal | 1026 | 20.52 | 483 | 47.08 | 75.74 | 1.66 | 0.73 | ?? HIGH PRIORITY |
| 4 | Debit Card | 1030 | 20.60 | 450 | 43.69 | 75.32 | 1.70 | 0.69 | ?? HIGH PRIORITY |
| 5 | Credit Card | 973 | 19.46 | 424 | 43.58 | 75.09 | 1.58 | 0.64 | ?? HIGH PRIORITY |

```
1  -- =====
2  -- Q6: Device-wise Churn Pattern
3  -- =====
4  SELECT
5      device,
6      COUNT(*) AS users,
7      CAST(COUNT(*) * 100.0 / SUM(COUNT(*)) OVER() AS DECIMAL(10,2)) AS user_percent,
8
9      -- Churn
10     SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned,
11     CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
12
13     -- Engagement
14     CAST(AVG(watch_hours) AS DECIMAL(10,2)) AS avg_watch,
15     CAST(AVG(avg_watch_time_per_day) AS DECIMAL(10,2)) AS avg_daily_watch,
16     CAST(AVG(last_login_days) AS DECIMAL(10,2)) AS avg_login,
17
18     -- Value
19     CAST(AVG(monthly_fee) AS DECIMAL(10,2)) AS avg_fee,
20     CAST(SUM(annual_revenue) / 100000.0 AS DECIMAL(10,2)) AS revenue_lakhs
21 FROM churn_athena_ready
22 GROUP BY device
23 ORDER BY churn_rate DESC;
24 GO
```

| | device | users | user_percent | churned | churn_rate | avg_watch | avg_daily_watch | avg_login | avg_fee | revenue_lakhs |
|---|---------|-------|--------------|---------|------------|-----------|-----------------|-----------|---------|---------------|
| 1 | Laptop | 1006 | 20.12 | 521 | 51.79 | 11.28 | 0.82 | 29.00 | 13.67 | 1.65 |
| 2 | Mobile | 1004 | 20.08 | 507 | 50.50 | 11.98 | 0.89 | 30.00 | 13.61 | 1.64 |
| 3 | Tablet | 1048 | 20.96 | 524 | 50.00 | 10.77 | 0.81 | 29.00 | 13.63 | 1.71 |
| 4 | TV | 992 | 19.84 | 495 | 49.90 | 11.86 | 0.90 | 29.00 | 13.60 | 1.62 |
| 5 | Desktop | 949 | 18.98 | 467 | 49.21 | 12.41 | 0.96 | 30.00 | 13.92 | 1.59 |

```
1  -- =====
2  -- Q7: Pareto Analysis - Top 20% Customers
3  -- =====
4  WITH customer_value AS (
5      SELECT
6          customer_id,
7          annual_revenue,
8          churned,
9          NTILE(5) OVER (ORDER BY annual_revenue DESC) AS value_rank
10     FROM churn_athena_ready
11 )
12 SELECT
13     CASE
14         WHEN value_rank = 1 THEN '🏆 Top 20% (High Value)'
15         ELSE '📉 Bottom 80%'
16     END AS customer_segment,
17     COUNT(*) AS customer_count,
18     CAST(COUNT(*) * 100.0 / SUM(COUNT(*)) OVER() AS DECIMAL(10,2)) AS percentage,
19     CAST(SUM(annual_revenue) / 100000.0 AS DECIMAL(10,2)) AS total_revenue_lakhs,
20     SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned_count,
21     CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
22     CAST(SUM(CASE WHEN churned = 1 THEN annual_revenue ELSE 0 END) / 100000.0 AS DECIMAL(10,2)) AS loss_lakhs
23 FROM customer_value
24 GROUP BY
25     CASE
26         WHEN value_rank = 1 THEN '🏆 Top 20% (High Value)'
27         ELSE '📉 Bottom 80%'
28     END;
29 GO
```

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Results Messages

| | customer_segment | customer_count | percentage | total_revenue_lakhs | churned_count | churn_rate | loss_lakhs |
|---|------------------------|----------------|------------|---------------------|---------------|------------|------------|
| 1 | 🏆 Top 20% (High Value) | 1000 | 20.00 | 2.16 | 435 | 43.50 | 0.94 |
| 2 | 📉 Bottom 80% | 3999 | 80.00 | 6.05 | 2079 | 51.99 | 3.02 |

```
1  -- =====
2  -- Q9: Age Group Performance
3  -- =====
4  SELECT
5      CASE
6          WHEN age < 25 THEN 'Gen Z (<25)'
7          WHEN age BETWEEN 25 AND 34 THEN 'Millennials (25-34)'
8          WHEN age BETWEEN 35 AND 49 THEN 'Gen X (35-49)'
9          WHEN age >= 50 THEN 'Boomers (50+)'
10     END AS age_group,
11     COUNT(*) AS customers,
12     SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned,
13     CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
14     CAST(AVG(watch_hours) AS DECIMAL(10,2)) AS avg_watch,
15     CAST(AVG(monthly_fee) AS DECIMAL(10,2)) AS avg_fee,
16     CAST(SUM(annual_revenue) / 100000.0 AS DECIMAL(10,2)) AS revenue_lakhs
17 FROM churn_athena_ready
18 GROUP BY
19     CASE
20         WHEN age < 25 THEN 'Gen Z (<25)'
21         WHEN age BETWEEN 25 AND 34 THEN 'Millennials (25-34)'
22         WHEN age BETWEEN 35 AND 49 THEN 'Gen X (35-49)'
23         WHEN age >= 50 THEN 'Boomers (50+)'
24     END
25 ORDER BY churn_rate DESC;
26 GO
```

| | age_group | customers | churned | churn_rate | avg_watch | avg_fee | revenue_lakhs |
|---|---------------------|-----------|---------|------------|-----------|---------|---------------|
| 1 | Gen Z (<25) | 707 | 358 | 50.64 | 10.94 | 13.80 | 1.17 |
| 2 | Gen X (35-49) | 1358 | 683 | 50.29 | 11.82 | 13.58 | 2.21 |
| 3 | Millennials (25-34) | 947 | 476 | 50.26 | 11.30 | 13.76 | 1.56 |
| 4 | Boomers (50+) | 1987 | 997 | 50.18 | 11.94 | 13.68 | 3.26 |

```

1  -- =====
2  -- Q10: Genre Preferences & Churn
3  -- =====
4  SELECT
5      favorite_genre,
6      COUNT(*) AS customers,
7      SUM(CASE WHEN churned = 1 THEN 1 ELSE 0 END) AS churned,
8      CAST(AVG(churned * 1.0) * 100 AS DECIMAL(10,2)) AS churn_rate,
9      CAST(AVG(watch_hours) AS DECIMAL(10,2)) AS avg_watch,
10     CAST(AVG(avg_watch_time_per_day) AS DECIMAL(10,2)) AS avg_daily_watch,
11     CAST(AVG(monthly_fee) AS DECIMAL(10,2)) AS avg_fee
12 FROM churn_athena_ready
13 GROUP BY favorite_genre
14 ORDER BY churn_rate DESC;
15 GO
    
```

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Results | Messages

| | favorite_genre | customers | churned | churn_rate | avg_watch | avg_daily_watch | avg_fee |
|---|----------------|-----------|---------|------------|-----------|-----------------|---------|
| 1 | Action | 696 | 364 | 52.30 | 10.91 | 0.78 | 13.48 |
| 2 | Drama | 731 | 382 | 52.26 | 11.64 | 0.88 | 13.84 |
| 3 | Horror | 713 | 367 | 51.47 | 11.05 | 0.68 | 13.82 |
| 4 | Documentary | 729 | 370 | 50.75 | 11.48 | 0.95 | 13.78 |
| 5 | Comedy | 685 | 342 | 49.93 | 12.13 | 0.81 | 13.55 |
| 6 | Romance | 725 | 350 | 48.28 | 12.66 | 1.05 | 13.50 |
| 7 | Sci-Fi | 720 | 339 | 47.08 | 11.62 | 0.96 | 13.81 |

Query executed successfully.

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```
1  -- =====
2  -- Q11: Key Drivers of Churn
3  -- =====
4  SELECT
5      'Last Login Days' AS factor,
6      AVG(CASE WHEN churned = 1 THEN last_login_days ELSE NULL END) AS avg_churned,
7      AVG(CASE WHEN churned = 0 THEN last_login_days ELSE NULL END) AS avg_retained,
8      AVG(CASE WHEN churned = 1 THEN last_login_days ELSE NULL END) -
9      AVG(CASE WHEN churned = 0 THEN last_login_days ELSE NULL END) AS impact
10 FROM churn_athena_ready
11 UNION ALL
12 SELECT
13     'Watch Hours',
14     AVG(CASE WHEN churned = 1 THEN watch_hours ELSE NULL END),
15     AVG(CASE WHEN churned = 0 THEN watch_hours ELSE NULL END),
16     AVG(CASE WHEN churned = 1 THEN watch_hours ELSE NULL END) -
17     AVG(CASE WHEN churned = 0 THEN watch_hours ELSE NULL END)
18 FROM churn_athena_ready
19 UNION ALL
20 SELECT
21     'Monthly Fee',
22     AVG(CASE WHEN churned = 1 THEN monthly_fee ELSE NULL END),
23     AVG(CASE WHEN churned = 0 THEN monthly_fee ELSE NULL END),
24     AVG(CASE WHEN churned = 1 THEN monthly_fee ELSE NULL END) -
25     AVG(CASE WHEN churned = 0 THEN monthly_fee ELSE NULL END)
26 FROM churn_athena_ready;
27 GO
```

| | factor | avg_churned | avg_retained | impact |
|---|-----------------|------------------|------------------|-------------------|
| 1 | Last Login Days | 38 | 21 | 17 |
| 2 | Watch Hours | 5.90376957204598 | 17.4509464000389 | -11.5471768279929 |
| 3 | Monthly Fee | 13.126833502224 | 14.2483498717218 | -1.12151636949781 |

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26
27     UNION ALL
28
29     SELECT
30         'Payment Method Incentive',
31         'payment_method = 'Gift Card'',
32         COUNT(*),
33         CAST(SUM(annual_revenue) AS DECIMAL(10,2)),
34         CAST(SUM(annual_revenue) * 0.2 AS DECIMAL(10,2)),
35         CAST(COUNT(*) * 100.0 AS DECIMAL(10,2))
36     FROM churn_athena_ready
37     WHERE payment_method = 'Gift Card' AND churned = 0
38 )
39 SELECT
40     campaign,
41     target,
42     target_customers,
43     CAST(total_value / 100000.0 AS DECIMAL(10,2)) AS total_value_lakhs,
44     CAST(potential_savings / 100000.0 AS DECIMAL(10,2)) AS savings_lakhs,
45     CAST(campaign_cost / 100000.0 AS DECIMAL(10,2)) AS cost_lakhs,
46     CAST((potential_savings - campaign_cost) / campaign_cost * 100 AS DECIMAL(10,2)) AS roi_percent,
47     CASE
48         WHEN (potential_savings - campaign_cost) / campaign_cost * 100 > 500 THEN 'HIGH PRIORITY'
49         WHEN (potential_savings - campaign_cost) / campaign_cost * 100 > 300 THEN 'MEDIUM PRIORITY'
50         ELSE 'LOW PRIORITY'
51     END AS priority
52 FROM campaigns
53 ORDER BY roi_percent DESC;
54 GO

```

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Results Messages

| | campaign | target | target_customers | total_value_lakhs | savings_lakhs | cost_lakhs | roi_percent | priority |
|---|--------------------------|------------------------------|------------------|-------------------|---------------|------------|-------------|-----------------|
| 1 | Payment Method Incentive | payment_method = 'Gift Card' | 412 | 0.70 | 0.14 | 0.41 | -65.91 | ?? LOW PRIORITY |
| 2 | Engagement Boost | watch_hours < 5 | 281 | 0.53 | 0.13 | 0.42 | -68.85 | ?? LOW PRIORITY |
| 3 | Win-back Campaign | last_login_days > 30 | 615 | 1.09 | 0.33 | 1.23 | -73.40 | ?? LOW PRIORITY |