**Data Exploration – Check Distinct Values**

SELECT Gender, Count(Gender) as TotalCount,

Count(Gender) \* 1.0 / (Select Count(\*) from stg\_Churn) as Percentage

from stg\_Churn

Group by Gender

SELECT Contract, Count(Contract) as TotalCount,

Count(Contract) \* 1.0 / (Select Count(\*) from stg\_Churn) as Percentage

from stg\_Churn

Group by Contract

SELECT Customer\_Status, Count(Customer\_Status) as TotalCount, Sum(Total\_Revenue) as TotalRev,

Sum(Total\_Revenue) / (Select sum(Total\_Revenue) from stg\_Churn) \* 100 as RevPercentage

from stg\_Churn

Group by Customer\_Status

SELECT State, Count(State) as TotalCount,

Count(State) \* 1.0 / (Select Count(\*) from stg\_Churn) as Percentage

from stg\_Churn

Group by State

Order by Percentage desc

**Data Exploration – Check Nulls**

SELECT

SUM(CASE WHEN Customer\_ID IS NULL THEN 1 ELSE 0 END) AS Customer\_ID\_Null\_Count,

SUM(CASE WHEN Gender IS NULL THEN 1 ELSE 0 END) AS Gender\_Null\_Count,

SUM(CASE WHEN Age IS NULL THEN 1 ELSE 0 END) AS Age\_Null\_Count,

SUM(CASE WHEN Married IS NULL THEN 1 ELSE 0 END) AS Married\_Null\_Count,

SUM(CASE WHEN State IS NULL THEN 1 ELSE 0 END) AS State\_Null\_Count,

SUM(CASE WHEN Number\_of\_Referrals IS NULL THEN 1 ELSE 0 END) AS Number\_of\_Referrals\_Null\_Count,

SUM(CASE WHEN Tenure\_in\_Months IS NULL THEN 1 ELSE 0 END) AS Tenure\_in\_Months\_Null\_Count,

SUM(CASE WHEN Value\_Deal IS NULL THEN 1 ELSE 0 END) AS Value\_Deal\_Null\_Count,

SUM(CASE WHEN Phone\_Service IS NULL THEN 1 ELSE 0 END) AS Phone\_Service\_Null\_Count,

SUM(CASE WHEN Multiple\_Lines IS NULL THEN 1 ELSE 0 END) AS Multiple\_Lines\_Null\_Count,

SUM(CASE WHEN Internet\_Service IS NULL THEN 1 ELSE 0 END) AS Internet\_Service\_Null\_Count,

SUM(CASE WHEN Internet\_Type IS NULL THEN 1 ELSE 0 END) AS Internet\_Type\_Null\_Count,

SUM(CASE WHEN Online\_Security IS NULL THEN 1 ELSE 0 END) AS Online\_Security\_Null\_Count,

SUM(CASE WHEN Online\_Backup IS NULL THEN 1 ELSE 0 END) AS Online\_Backup\_Null\_Count,

SUM(CASE WHEN Device\_Protection\_Plan IS NULL THEN 1 ELSE 0 END) AS Device\_Protection\_Plan\_Null\_Count,

SUM(CASE WHEN Premium\_Support IS NULL THEN 1 ELSE 0 END) AS Premium\_Support\_Null\_Count,

SUM(CASE WHEN Streaming\_TV IS NULL THEN 1 ELSE 0 END) AS Streaming\_TV\_Null\_Count,

SUM(CASE WHEN Streaming\_Movies IS NULL THEN 1 ELSE 0 END) AS Streaming\_Movies\_Null\_Count,

SUM(CASE WHEN Streaming\_Music IS NULL THEN 1 ELSE 0 END) AS Streaming\_Music\_Null\_Count,

SUM(CASE WHEN Unlimited\_Data IS NULL THEN 1 ELSE 0 END) AS Unlimited\_Data\_Null\_Count,

SUM(CASE WHEN Contract IS NULL THEN 1 ELSE 0 END) AS Contract\_Null\_Count,

SUM(CASE WHEN Paperless\_Billing IS NULL THEN 1 ELSE 0 END) AS Paperless\_Billing\_Null\_Count,

SUM(CASE WHEN Payment\_Method IS NULL THEN 1 ELSE 0 END) AS Payment\_Method\_Null\_Count,

SUM(CASE WHEN Monthly\_Charge IS NULL THEN 1 ELSE 0 END) AS Monthly\_Charge\_Null\_Count,

SUM(CASE WHEN Total\_Charges IS NULL THEN 1 ELSE 0 END) AS Total\_Charges\_Null\_Count,

SUM(CASE WHEN Total\_Refunds IS NULL THEN 1 ELSE 0 END) AS Total\_Refunds\_Null\_Count,

SUM(CASE WHEN Total\_Extra\_Data\_Charges IS NULL THEN 1 ELSE 0 END) AS Total\_Extra\_Data\_Charges\_Null\_Count,

SUM(CASE WHEN Total\_Long\_Distance\_Charges IS NULL THEN 1 ELSE 0 END) AS Total\_Long\_Distance\_Charges\_Null\_Count,

SUM(CASE WHEN Total\_Revenue IS NULL THEN 1 ELSE 0 END) AS Total\_Revenue\_Null\_Count,

SUM(CASE WHEN Customer\_Status IS NULL THEN 1 ELSE 0 END) AS Customer\_Status\_Null\_Count,

SUM(CASE WHEN Churn\_Category IS NULL THEN 1 ELSE 0 END) AS Churn\_Category\_Null\_Count,

SUM(CASE WHEN Churn\_Reason IS NULL THEN 1 ELSE 0 END) AS Churn\_Reason\_Null\_Count

FROM stg\_Churn;

**Remove null and insert the new data into Prod table**

SELECT

Customer\_ID,

Gender,

Age,

Married,

State,

Number\_of\_Referrals,

Tenure\_in\_Months,

ISNULL(Value\_Deal, 'None') AS Value\_Deal,

Phone\_Service,

ISNULL(Multiple\_Lines, 'No') As Multiple\_Lines,

Internet\_Service,

ISNULL(Internet\_Type, 'None') AS Internet\_Type,

ISNULL(Online\_Security, 'No') AS Online\_Security,

ISNULL(Online\_Backup, 'No') AS Online\_Backup,

ISNULL(Device\_Protection\_Plan, 'No') AS Device\_Protection\_Plan,

ISNULL(Premium\_Support, 'No') AS Premium\_Support,

ISNULL(Streaming\_TV, 'No') AS Streaming\_TV,

ISNULL(Streaming\_Movies, 'No') AS Streaming\_Movies,

ISNULL(Streaming\_Music, 'No') AS Streaming\_Music,

ISNULL(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,

ISNULL(Churn\_Category, 'Others') AS Churn\_Category,

ISNULL(Churn\_Reason , 'Others') AS Churn\_Reason

INTO [db\_Churn].[dbo].[prod\_Churn]

FROM [db\_Churn].[dbo].[stg\_Churn];

**Create View for Power BI**

Create View vw\_ChurnData as

select \* from prod\_Churn where Customer\_Status In ('Churned', 'Stayed')

Create View vw\_JoinData as

select \* from prod\_Churn where Customer\_Status = 'Joined'

**Create prod\_Services table for Power BI**

CREATE TABLE prod\_Services (

Customer\_ID NVARCHAR(50),

Services NVARCHAR(100),

Status NVARCHAR(100)

);

INSERT INTO prod\_Services (Customer\_ID, Services, Status)

SELECT

Customer\_ID,

'Phone\_Service' AS Services,

Phone\_Service AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Multiple\_Lines' AS Services,

Multiple\_Lines AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Internet\_Service' AS Services,

Internet\_Service AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Online\_Security' AS Services,

Online\_Security AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Online\_Backup' AS Services,

Online\_Backup AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Device\_Protection\_Plan' AS Services,

Device\_Protection\_Plan AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Premium\_Support' AS Services,

Premium\_Support AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Streaming\_TV' AS Services,

Streaming\_TV AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Streaming\_Movies' AS Services,

Streaming\_Movies AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Streaming\_Music' AS Services,

Streaming\_Music AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Unlimited\_Data' AS Services,

Unlimited\_Data AS Status

FROM prod\_Churn

UNION ALL

SELECT

Customer\_ID,

'Paperless\_Billing' AS Services,

Paperless\_Billing AS Status

FROM prod\_Churn;