

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'

```