

Unpivoting columns into rows using UNION

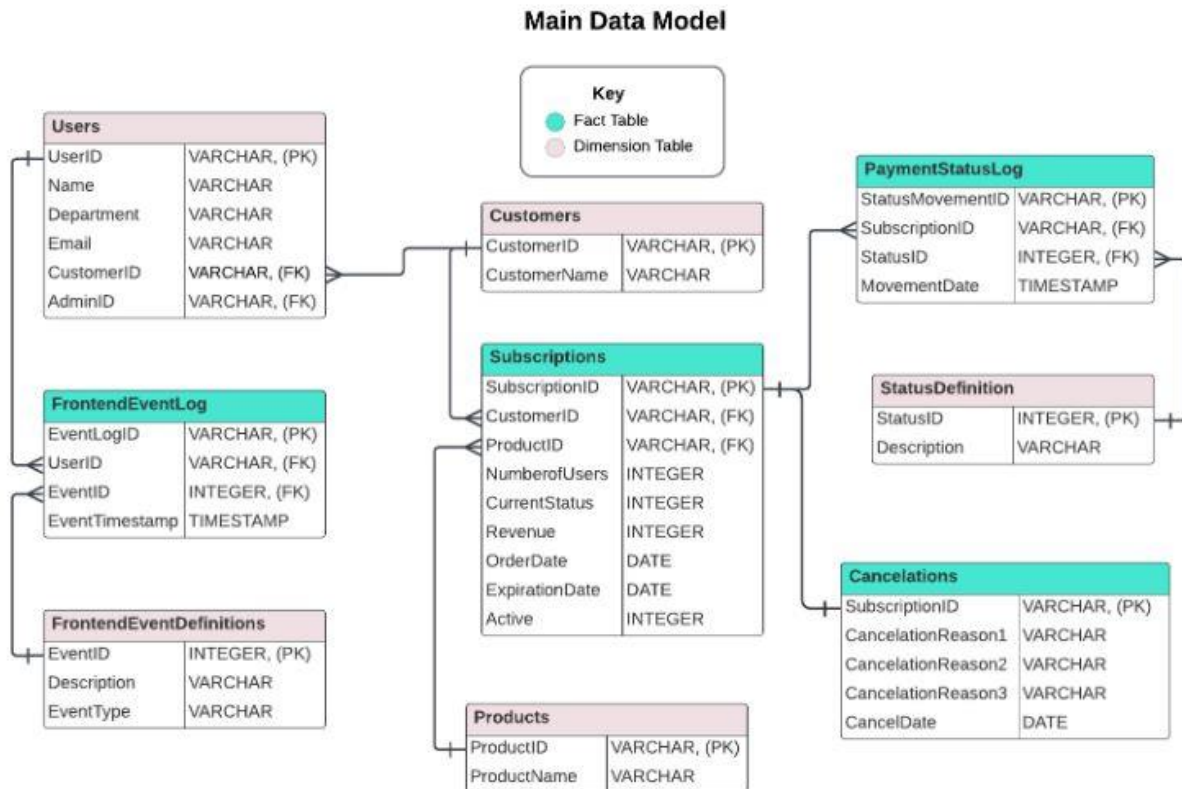
Business problem: Analyzing Subscription Cancellation Reasons

Since the chief growth officer is tackling churn next year, one of her big questions is: "why are users canceling and not renewing their subscriptions?" Knowing why users aren't renewing their subscriptions will be a key insight into how to prevent churn in the future. Is it because they don't like the product? Are they leaving for a competitor? Or maybe it's out of budget and too expensive for them? Only the data can help us know for sure!

When users decide to cancel their subscription, they're able to select up to three reasons for canceling out of a preset list. Users can't select the same reason twice, and some users may even select less than three reasons and have `null` values in some of the cancellation reason columns. Since the economy has been tough lately, you decide to first pull the percent of canceled subscriptions that canceled due to the product being too expensive.

Task:

Using UNION and the `cancellations` table, calculate the percent of canceled subscriptions that reported 'Expensive' as one of their cancellation reasons.



```

1  -- SQL code by John Uzoma
2  WITH ALL_CANCELATION_REASONS AS(
3
4  --UNION cancelation reasons columns
5      SELECT subscriptionid, cancelationreason1 AS cancelationreason from CANCELATIONS
6      UNION ALL
7      SELECT subscriptionid, cancelationreason2 AS cancelationreason from CANCELATIONS
8      UNION ALL
9      SELECT subscriptionid, cancelationreason3 AS cancelationreason from CANCELATIONS
10 )
11
12 SELECT
13     COUNT(
14         CASE WHEN cancelationreason = 'Expensive' THEN subscriptionid END
15     ) * 100 / COUNT(DISTINCT subscriptionid) ||' '|| '%' AS percent_expensive
16 FROM
17     ALL_CANCELATION_REASONS;

```

Result

```

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| PERCENT_EXPENSIVE |
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| 50%                |
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```