

TELCOM CHURN ANALYSIS

Percentage of Churn VS Non-Churn

```
SELECT Churn, count(0) * 100 / (SELECT count(1) from dbo.[Telco-Customer-Churn]) AS  
Percentage_Churn  
from dbo.[Telco-Customer-Churn]  
group by Churn
```

0	73
1	26

Contract Churn-Rate

```
SELECT Contract, COUNT(Contract) AS Contract_ChurnRate,Churn  
from dbo.[Telco-Customer-Churn]  
group by Contract,Churn  
order by Contract_ChurnRate DESC
```

Month-to-month	2220	0
Month-to-month	1655	1
Two year	1647	0
One year	1307	0
One year	166	1
Two year	48	1

Payment Means

Count of Churn by Payment Method

```
select Churn, count(Churn) AS cc,PaymentMethod  
from dbo.[Telco-Customer-Churn]  
group by Churn,PaymentMethod  
order by PaymentMethod
```

1	258	Bank transfer (automatic)
0	1286	Bank transfer (automatic)
0	1290	Credit card (automatic)
1	232	Credit card (automatic)
0	1294	Electronic check
1	1071	Electronic check
0	1304	Mailed check
1	308	Mailed check

Paperless Billing

```
select PaperlessBilling, count(PaperlessBilling),Churn  
from dbo.[Telco-Customer-Churn]  
group by Churn,PaperlessBilling  
order by PaperlessBilling
```

0	2403	0
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0	469	1
1	1400	1
1	2771	0

Customers Profile

Count of Gender

```
select COUNT(churn),gender
from dbo.[Telco-Customer-Churn]
group by gender
```

3555 Male

3488 Female

Partners

```
select COUNT(churn),Partner
from dbo.[Telco-Customer-Churn]
group by Partner
```

3641 0

3402 1

Senior Citizens

```
select COUNT(churn),SeniorCitizen
from dbo.[Telco-Customer-Churn]
group by SeniorCitizen
```

5901 0

1142 1

Dependents

```
select COUNT(churn),Dependents
from dbo.[Telco-Customer-Churn]
group by Dependents
```

4933 0

2110 1

Count of Churn by Internet Service

```
select Churn , COUNT(Churn),InternetService
from dbo.[Telco-Customer-Churn]
group by Churn,InternetService
order by InternetService
```

1	459	DSL
0	1962	DSL
0	1799	Fiber optic
1	1297	Fiber optic
1	113	No
0	1413	No