📌 **SQL Questions for Telco Churn Dataset**

1. Churn Overview

1. How many total customers are there?

2. How many customers churned vs stayed? What is the churn percentage?

3. What is the churn rate by gender?

4. Do senior citizens churn more compared to non-senior citizens?

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2. Customer Demographics

5. What is the churn rate for customers with partners vs without partners?

6. Do customers with dependents churn less compared to those without?

7. Which age group (senior citizen vs non-senior) generates higher average monthly charges?

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3. Revenue & Profitability

8. Compare average monthly charges of churned vs non-churned customers.

9. Who are the top 10 customers by total charges?

10. Which internet service type (DSL, Fiber optic, None) contributes most to revenue?

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4. Contract & Tenure

11. What is the average tenure of churned customers vs retained customers?

12. Group customers into tenure bands (0–12, 13–24, 25–48, 49+ months) and find churn percentage in each.

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5. Services Analysis

13. Do customers with multiple lines churn more than those with single lines?

14. What is the churn rate for customers with online security vs without?

15. What is the churn rate for customers with tech support vs without?

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6. Payment & Billing

16. Which payment method has the highest churn rate (electronic check, credit card, bank transfer, mailed check)?

17. Compare churn rates of customers with and without paperless billing.

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7. Customer Lifetime Value

18. Estimate customer lifetime value (CLV = tenure × monthly charges). Who are the top 5 churned customers by CLV?

19. Compare average CLV of churned vs retained customers.

8. Advanced Segmentation

20. Find the churn rate among high-paying customers (MonthlyCharges > 80).

21. Find the churn rate among low-tenure customers (tenure < 12 months).

22. Which combination of contract type + payment method has the highest churn?