Final Query to identify the Churned Customers

```
SELECT
  CASE
    WHEN creditscore BETWEEN 0 AND 500 THEN 'Poor'
    WHEN creditscore BETWEEN 500 AND 700 THEN 'Average'
    WHEN creditscore BETWEEN 700 AND 900 THEN 'Good'
    ELSE 'Excellent'
  END AS credit_rating,AVG(creditscore) AS ag_creditscore,MAX(age) AS
max_age,COUNT(DISTINCT numofproducts) AS num_product_categories,
  hascrcard,geography,customerid,
  COUNT(*) AS count_customers,
  Exited,
  CASE
  WHEN numofproducts BETWEEN 0 AND 1 THEN 'USER1'
  WHEN numofproducts BETWEEN 2 AND 4 THEN 'USER2'
  WHEN numofproducts BETWEEN 3 AND 4 THEN 'USER3'
  WHEN numofproducts BETWEEN 4 AND 5 THEN 'USER4'
  WHEN numofproducts BETWEEN 5 AND 6 THEN 'USER5'
  ELSE 'USER6'
  END AS user_category,
  CASE
  WHEN age BETWEEN 12 AND 18 THEN 'Adolescents'
  WHEN age BETWEEN 19 AND 34 THEN 'Young Adults'
  WHEN age BETWEEN 35 AND 64 THEN 'Middle Age Adult'
  WHEN age BETWEEN 65 AND 100 THEN 'Older Adults'
  ELSE 'GOD'
  END AS age_category,
  CASE
  WHEN balance BETWEEN 0 AND 100 THEN 'MINIMUM_BALANCE'
  WHEN balance BETWEEN 101 AND 1000 THEN 'GRADE_C'
  WHEN balance BETWEEN 1001 AND 10000 THEN 'GRADE_B'
  WHEN balance BETWEEN 10001 AND 100000 THEN 'GRADE_A'
  ELSE 'Premieum_customer'
  END AS balance_category,
  CASE
  WHEN estimatedsalary BETWEEN  11 AND 100 THEN 'ENTRY_LEVEL'
  WHEN estimatedsalary BETWEEN  101 AND 1000 THEN 'JUNIOR_POSITIONS'
  WHEN estimatedsalary BETWEEN  1001 AND 10000 THEN 'MID-LEVEL'
  WHEN estimatedsalary BETWEEN  10001 AND 100000 THEN 'SENIOR_POSITIONS'
  ELSE 'EXECUTIVE_POSITIONS'
  END AS estimated_salary_category
```

```
FROM customer_churn
GROUP BY credit_rating,hascrcard,
Exited,user_category,age,balance_category,estimated_salary_category,geography,customerid
ORDER BY (AVG(creditscore) * 0.5) + (MAX(age) * 0.3) + (COUNT(DISTINCT numofproducts)
* 0.2) DESC
limit 10;
```