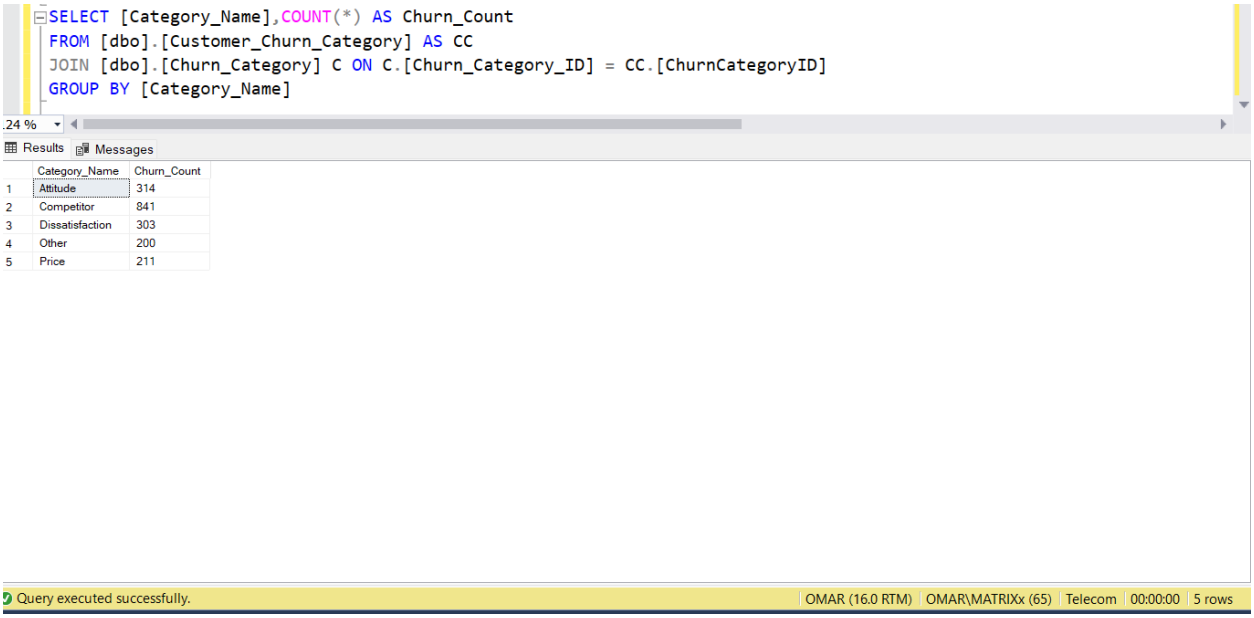
Insights by SQL

1. Customer Churn Rate by Category
   Insight: This query helps identify churn rates by different categories, enabling targeted customer retention strategies.



```
SELECT [Category_Name],COUNT(*) AS Churn_Count
FROM [dbo].[Customer_Churn_Category] AS CC
JOIN [dbo].[Churn_Category] C ON C.[Churn_Category_ID] = CC.[ChurnCategoryID]
GROUP BY [Category_Name]
```

.24 %

Results | Messages

	Category_Name	Churn_Count
1	Attitude	314
2	Competitor	841
3	Dissatisfaction	303
4	Other	200
5	Price	211

Query executed successfully. | OMAR (16.0 RTM) | OMAR\MATRIXx (65) | Telecom | 00:00:00 | 5 rows

2. Average Revenue per User (ARPU)
   Insight: Calculates the average revenue per user, which is a critical metric for assessing the overall profitability of the telecom services.

```sql
SELECT AVG([Total_Revenue]) AS AVG_Revenue FROM [dbo].[Customer]
```

124 %

Results | Messages

	AVG_Revenue
1	3038.16372930692

Query executed successfully. OMAR (16.0 RTM) | OMAR\MATRIXx (65) | Telecom | 00:00:00 | 1 rows

3. Customer Distribution by Location
   Insight: Understanding the geographical distribution of customers can help in regional marketing and service allocation.

```sql
SELECT L.[City] ,COUNT(*) AS Customer_Count
FROM [dbo].[Location] L
JOIN [dbo].[Customer] C ON C.[LocationID] = L.LocationID
GROUP BY L.City
ORDER BY Customer_Count ASC;
```

24 %

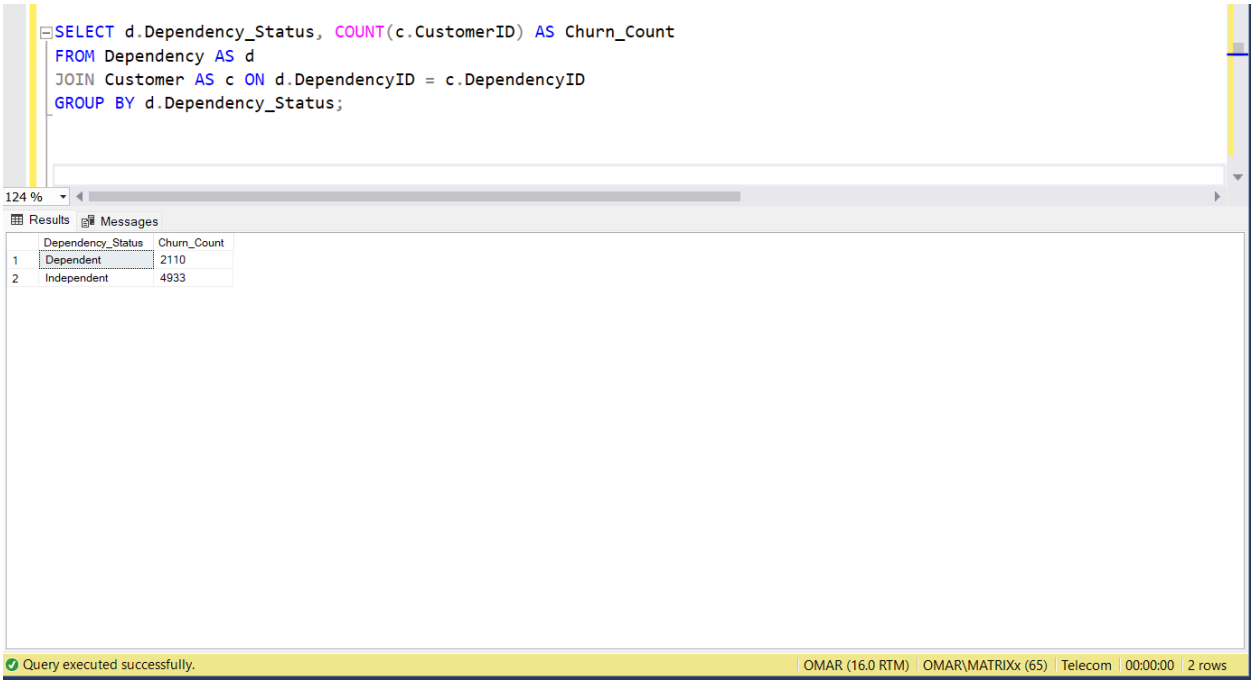
Results | Messages

	City	Customer_Count
1	Johannesburg	2
2	Eldridge	2
3	Jacumba	2
4	South Lake Tahoe	2
5	Holtville	2
6	Pauma Valley	3
7	Santee	3
8	Pismo Beach	3
9	Del Mar	3
10	Big Bear City	3
11	Borrego Springs	3
12	Fort Bidwell	3
13	Mojave	3
14	Tahoma	3
15	Ravendale	3
16	Boulevard	3
17	Oceano	3
18	Homewood	3
19	Highland	3
20	Topaz	3
21	Indian Wells	3
22	Ludlow	3

Query executed successfully. OMAR (16.0 RTM) | OMAR\MATRIXx (65) | Telecom | 00:00:00 | 1,108 rows

4. Dependency Status and Churn Rate

   insight: Analyzes whether dependents (like family plans)
   have a lower churn rate compared to independent accounts.



5- Service Plan Popularity
Insight: Identifies the most popular service features,
aiding in the development of new features or improvement of existing ones.

```sql
SELECT sp.Service_Feature, COUNT(cf.CustomerID) AS Usage_Count
FROM Service_Plan AS sp
JOIN Customer_Feature AS cf ON sp.Service_Plan_ID = cf.Service_Plan_ID
GROUP BY sp.Service_Feature;
```

124 %

Results | Messages

	Service_Feature	Usage_Count
1	Device Protection	2422
2	Online Backup	2429
3	Online Security	2019
4	Streaming Movies	2732
5	Streaming Music	2488
6	Streaming TV	2707
7	Tech Support	2044
8	Unlimited Data	4745

Query executed successfully. | OMAR (16.0 RTM) | OMAR\MATRIXx (65) | Telecom | 00:00:00 | 8 rows

6. Customer Satisfaction and Churn

   Insight: This query assesses the correlation between customer satisfaction scores and churn rates , potentially highlighting thresholds for intervention.

```sql
SELECT c.Satisfaction_Score ,COUNT([CustomerID]) AS Churned_Customers
FROM [dbo].[Customer] c
JOIN [dbo].[Customer_Status] cs ON cs.[Customer_Status_ID] = c.[Customer_Status_ID]
WHERE cs.[Customer_Status] ='Churned'
GROUP BY c.[Satisfaction_Score]
```

124 %

Results | Messages

	Satisfaction_Score	Churned_Customers
1	1	
2	2	518
3	3	429

Click to select the whole column

Query executed successfully. | OMAR (16.0 RTM) | OMAR\MATRIXx (65) | Telecom | 00:00:00 | 3 rows

7. Monthly Charges vs. Churn

   Insight: Helps to understand if higher monthly charges lead to higher churn rates, which could inform pricing strategies.

```sql
SELECT Monthly_Charges, COUNT(*) AS Churn_Count
FROM Customer c
JOIN [dbo].[Customer_Status] cs
ON c.Customer_Status_ID = cs.[Customer_Status_ID]
WHERE [Customer_Status] = 'Churned'
GROUP BY Monthly_Charges
ORDER BY Churn_Count DESC;
```

150 %

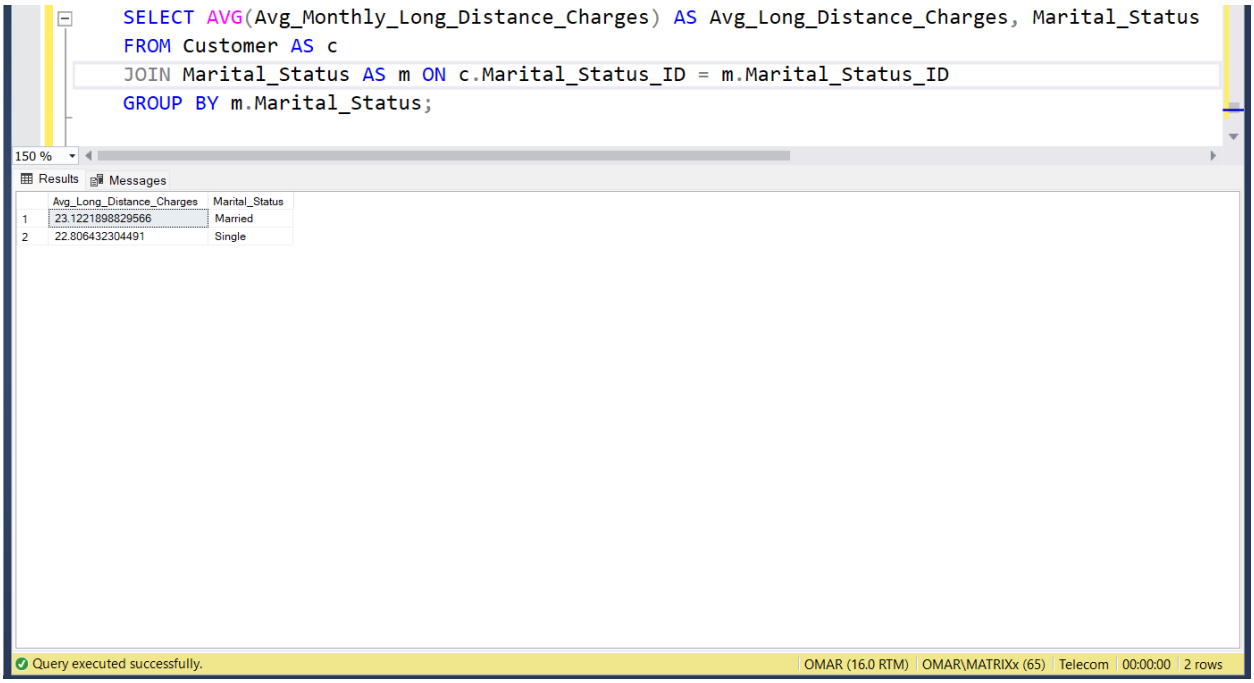
Results | Messages

	Monthly_Charges	Churn_Count
1	74.4000015258789	13
2	74.9000015258789	9
3	45.2999992370605	8
4	74.9499969482422	8
5	94.4000015258789	7
6	70.3000030517578	7
7	70	7
8	70.1500015258789	7
9	93.8499984741211	7
10	85.3499984741211	7
11	85.4499969482422	6
12	104.400001525879	6
13	70.0999984741211	6
14	89.5	6
15	81	6
16	55	6
17	79.9000015258789	6
18	80.8499984741211	6
19	20.2000007629395	6
20	19.75	6
21	69.6500015258789	6
22	20.1499996185303	6
23	75.3000030517578	6
24	99.5	6

Query executed successfully. | OMAR (16.0 RTM) | OMAR\MATRIXx (65) | Telecom | 00:00:00 | 910 rows

8. Long-Distance Charges Analysis

Insight: Determines if marital status influences long-distance calling charges, potentially indicating usage patterns among different demographic groups.



9.

Insights:

Churn Reason Analysis: This query provides a detailed breakdown of the reasons customers have left the service, which can help identify key areas of improvement.

Customer Impact: By understanding which reasons affect the most customers, targeted strategies can be developed to address these issues and potentially reduce future churn.

Prioritization of Solutions: With clear data on the most common churn reasons, resources can be allocated more effectively to tackle the largest problems first.

```sql
SELECT
    cr.Reason_Description,
    COUNT(*) AS Customer_Count
FROM
    Customer_Churn_Category AS ccc
JOIN
    Churn_Category AS cc ON ccc.ChurnCategoryID = cc.Churn_Category_ID
JOIN
    Churn_Category_Reason AS ccr ON cc.Churn_Category_ID = ccr.ChurnCategoryID
JOIN
    Churn_Reason AS cr ON ccr.ChurnReasonID = cr.Churn_Reason_ID
GROUP BY
    cr.Reason_Description
ORDER BY
    Customer_Count DESC;
```

124 %

Results | Messages

	Reason_Description	Customer_Count
1	Competitor offered higher download speeds	284562
2	Competitor offered more data	261716
3	Competitor made better offer	230352
4	Competitor had better devices	213620
5	Attitude of support person	172430
6	Attitude of service provider	126094
7	Network reliability	90276
8	Product dissatisfaction	81358
9	Don't know	80962
10	Service dissatisfaction	80628
11	Lack of self-service on Website	70460
12	Price too high	63992
13	Extra data charges	44192
14	Limited range of services	32914

Query executed successfully. | OMAR (16.0 RTM) | OMAR\MATRIXx (65) | Telecom | 00:00:00 | 20 rows