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Customer Churn Data Exploration With SQL

-- Find the percentage distribution of customer status

```
select Customer_Status,
   count(Customer_Status) as total_customer_status,
   (count(*)*100.0/(select count(*) from stg_Churn)) as Customer_Status_distribution
from stg_Churn
group by Customer_Status;
```

-- Find the count and percentage distribution of gender in the dataset

```
SELECT
   gender,
   COUNT(*) AS gender_count,
   (COUNT(*) * 100.0 / (SELECT COUNT(*) FROM stg_Churn)) AS percentage_distribution
FROM
   stg_Churn
GROUP BY
   gender;
```

-- Find the count and percentage distribution of non-NULL gender entries in the dataset

```
SELECT
   gender,
   COUNT(*) AS total_count,        -- Counts all rows for each gender
   COUNT(gender) AS valid_count,   -- Counts only non-NULL gender values
   (COUNT(gender) * 100.0 / (SELECT COUNT(*) FROM stg_Churn)) AS percentage_distribution
FROM
   stg_Churn
GROUP BY
   gender;
```

-- Find the distinct subscription contract plans available in the dataset

```
SELECT DISTINCT contract FROM stg_Churn;
```

```
-- Find the percentage distribution of contract plans in the dataset
SELECT contract,
   count(contract) as total_contract,
   (count(*)*100/(select count(*)from stg_Churn)) as contract_distribution
FROM stg_Churn
GROUP BY Contract;
```

-- Find the distinct customer status values in the dataset

```
SELECT DISTINCT Customer_Status FROM stg_Churn;
```

-- Find the total revenue in the dataset

```
SELECT sum(Total_Revenue) FROM stg_Churn;
```

-- Find the total revenue and revenue percentage distribution by customer status

```
SELECT
   Customer_Status,
   COUNT(Customer_Status) AS TotalCount,          -- Count of customers in each status
   SUM(Total_Revenue) AS TotalRev,   -- Total revenue for each status
   (SUM(Total_Revenue) * 1.0 / (SELECT SUM(Total_Revenue) FROM stg_Churn)) * 100 AS
RevPercentage  -- Revenue percentage for each status
FROM
   stg_Churn
GROUP BY
   Customer_Status;
```

-- Find the count and percentage distribution of each state in the dataset

```
SELECT State,
   count(State) as total_states,
   (count(*)*100.0/(select count(*) from stg_Churn)) as states_distribution
FROM stg_Churn
GROUP BY State
ORDER BY states_distribution DESC;
```

-- Find the distinct types of internet connections available in the dataset (including NULL)

```
SELECT DISTINCT Internet_Type FROM stg_Churn;
```