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# create a new schema of named "major\_project" #

# then right click on that "major\_project" under left pane side #

# then select the "table data import wizard" #

# click on browse to the location where the excel csv is present #

# for 1st excel file :-

# then right click on that "major\_project" under left pane side #

# then select the "table data import wizard" #

# click on browse to the location where the excel csv is present #

# 1st file - select the excel named - telecom\_customer\_churn #

# then the path will be visible there, click on next, again click on next #

# then deselect the 2 columns named "avg\_monthly\_GB\_download", "avg\_monthly\_long\_distance\_charges" #

# then ok, then data will start importing #

# it wll take 5-6 minutes to import the data #

# write down on a page how many records are imported and later open that file and crosscheck with it #

# then refresh the schema #

# for 2nd excel file :-

# then right click on that "major\_project" under left pane side #

# then select the "table data import wizard" #

# click on browse to the location where the excel csv is present #

# 2nd file - select the excel named - telecom\_zipcode\_population #

# then the path will be visible there, click on next, again click on next #

# then ok, then data will start importing #

# it wll take some minutes to import the data #

# write down on a page how many records are imported and later open that file and crosscheck with it #

# then refresh the schema #

# for 3rd excel file :-

# then right click on that "major\_project" under left pane side #

# then select the "table data import wizard" #

# click on browse to the location where the excel csv is present #

# 3rd file - select the excel named - telecom\_data\_dictionary #

# then the path will be visible there, click on next, again click on next #

# then ok, then data will start importing #

# it wll take some minutes to import the data #

# write down on a page how many records are imported and later open that file and crosscheck with it #

# then refresh the schema #

# then the fowwlowing queries are as follows below #

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select \* from telecom\_customer\_churn;

# (Customer\_ID, Gender, Age, Married, Number\_of\_Dependents, City, Zip\_Code, Latitude, Longitude, Number\_of\_Referrals, Tenure\_in\_Months, Offer, Phone\_Service, Multiple\_Lines, Internet\_Service, Internet\_Type, Online\_Security, Online\_Backup, Device\_Protection\_Plan, Premium\_Tech\_Support, Streaming\_TV, Streaming\_Movies, Streaming\_Music, Unlimited\_Data, Contract, Paperless\_Billing, Payment\_Method, Monthly\_Charge, Total\_Charges, Total\_Refunds, Total\_Extra\_Data\_Charges, Total\_Long\_Distance\_Charges, Total\_Revenue, Customer\_Status, Churn\_Category, Churn\_Reason) #

select \* from telecom\_zipcode\_population;

# (Zip Code, Population) #

select \* from telecom\_data\_dictionary;

# (Table, Field, Description) #

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-#- 1.

-#- primary factors influencing customer churn

-#- count of churned customers by different variable factors / columns compared with "CHURNED - customer\_status"

-#- are there any specific patterns or correlations in the data that indicate churn-prone customers

select \*, count(\*) as churn\_count

from telecom\_customer\_churn

where Customer\_Status = 'Churned'

group by Customer\_ID, Gender, Age, Married, Number\_of\_Dependents, City, Zip\_Code, Latitude, Longitude, Number\_of\_Referrals, Tenure\_in\_Months, Offer, Phone\_Service, Multiple\_Lines, Internet\_Service, Internet\_Type, Online\_Security, Online\_Backup, Device\_Protection\_Plan, Premium\_Tech\_Support, Streaming\_TV, Streaming\_Movies, Streaming\_Music, Unlimited\_Data, Contract, Paperless\_Billing, Payment\_Method, Monthly\_Charge, Total\_Charges, Total\_Refunds, Total\_Extra\_Data\_Charges, Total\_Long\_Distance\_Charges, Total\_Revenue, Churn\_Category, Churn\_Reason;

-#- 2.

-#- identification of demographic and behavioral characteristics of churned customers

-#- that differentiate churned customers from those who continue to be active

-#- comparison churn and active customers

select Gender, Age, Married, Number\_of\_Dependents, City, avg(Age) as avg\_age, avg(Monthly\_Charge) as avg\_monthly\_charge, avg(Total\_Charges) as avg\_total\_charge

from telecom\_customer\_churn

group by Gender, Age, Married, Number\_of\_Dependents, City;

-#- 3.

-#- specific services or contract terms that contribute significantly to customer churn

-#- there are opportunities to modify or enhance these offerings to reduce churn

select Phone\_Service, Multiple\_Lines, Internet\_Service, Internet\_Type, Online\_Security, Online\_Backup, Device\_Protection\_Plan, Premium\_Tech\_Support, Streaming\_TV, Streaming\_Movies, Streaming\_Music, Unlimited\_Data, Contract, Paperless\_Billing, count(\*) as churn\_count

from telecom\_customer\_churn

where Customer\_Status = 'Churned'

group by Phone\_Service, Multiple\_Lines, Internet\_Service, Internet\_Type, Online\_Security, Online\_Backup, Device\_Protection\_Plan, Premium\_Tech\_Support, Streaming\_TV, Streaming\_Movies, Streaming\_Music, Unlimited\_Data, Contract, Paperless\_Billing;