

```
134 -- Overall churn rate
135 SELECT
136     COUNT(*) AS total_customers,
137     SUM(is_churned) AS churned_customers,
138     ROUND(100.0 * SUM(is_churned) / COUNT(*), 2) AS churn_rate_percent
139 FROM customers;
140
141
142
143
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147
```

total_monthly_revenue	revenue_lost_monthly	percent_revenue_at_risk
109621	11990	10.94

```

153 --Churn rate by tenure bucket
154 SELECT
155     CASE
156         WHEN tenure_months < 6 THEN '0-6 months'
157         WHEN tenure_months BETWEEN 6 AND 12 THEN '6-12 months'
158         WHEN tenure_months BETWEEN 12 AND 24 THEN '12-24 months'
159         ELSE '24+ months'
160     END AS tenure_bucket,
161     COUNT(*) AS total_customers,
162     SUM(is_churned) AS churned,
163     ROUND(100.0 * SUM(is_churned) / COUNT(*), 2) AS churn_rate_percent
164 FROM customers
165 GROUP BY tenure_bucket
166 ORDER BY churn_rate_percent DESC;
167
168
169
170
171

```

tenure_bucket	total_customers	churned	churn_rate_percent
12-24 months	577	148	25.65
6-12 months	361	89	24.65
24+ months	311	65	20.9
0-6 months	251	51	20.32

```
174 --Churn by segment
175 SELECT
176     segment,
177     COUNT(*) AS total_customers,
178     SUM(is_churned) AS churned,
179     ROUND(100.0 * SUM(is_churned) / COUNT(*), 2) AS churn_rate_percent
180 FROM customers
181 GROUP BY segment
182 ORDER BY churn_rate_percent DESC;
183
184
185
186
187
```

segment	total_customers	churned	churn_rate_percent
Free	1050	309	29.43
Standard	300	39	13
Premium	150	5	3.33

```
188 --Churn by plan type
189 SELECT
190     plan_type,
191     COUNT(*) AS total_customers,
192     SUM(is_churned) AS churned,
193     ROUND(100.0 * SUM(is_churned) / COUNT(*), 2) AS churn_rate
194 FROM customers
195 GROUP BY plan_type;
```

plan_type	total_customers	churned	churn_rate
Annual	125	12	9.6
Monthly	1375	341	24.8

```

204 --Churn by region
205 SELECT
206     region,
207     COUNT(*) AS total_customers,
208     SUM(is_churned) AS churned,
209     ROUND(100.0 * SUM(is_churned) / COUNT(*), 2) AS churn_rate
210 FROM customers
211 GROUP BY region
212 ORDER BY churn_rate DESC;
213
214
215
216
217
218
219
---
```

region	total_customers	churned	churn_rate
US East	685	189	27.59
EU	214	46	21.5
APAC	343	73	21.28
US West	258	45	17.44

```
222 --Behavioral predictors of churn
223 SELECT
224     ROUND(AVG(avg_session_per_week), 2) AS avg_sessions,
225     ROUND(AVG(total_transactions), 2) AS avg_txn,
226     ROUND(AVG(average_monthly_revenue), 2) AS avg_revenue
227 FROM customers
228 WHERE is_churned = 1;
229 --vs
230 SELECT
231     ROUND(AVG(avg_session_per_week), 2) AS avg_sessions,
232     ROUND(AVG(total_transactions), 2) AS avg_txn,
233     ROUND(AVG(average_monthly_revenue), 2) AS avg_revenue
234 FROM customers
235 WHERE is_churned = 0;
236
237
238
239
```

! avg_sessions	avg_txn	avg_revenue
2.46	14.33	33.97

```
222 --Behavioral predictors of churn
223 SELECT
224     ROUND(AVG(avg_session_per_week), 2) AS avg_sessions,
225     ROUND(AVG(total_transactions), 2) AS avg_txn,
226     ROUND(AVG(average_monthly_revenue), 2) AS avg_revenue
227 FROM customers
228 WHERE is_churned = 1;
229 --vs
230 SELECT
231     ROUND(AVG(avg_session_per_week), 2) AS avg_sessions,
232     ROUND(AVG(total_transactions), 2) AS avg_txn,
233     ROUND(AVG(average_monthly_revenue), 2) AS avg_revenue
234 FROM customers
235 WHERE is_churned = 0;
236
237
238
239
```

! avg_sessions	avg_txn	avg_revenue
2.63	14.39	85.12

246 --Revenue impact of churn

```
247 SELECT
248     SUM(average_monthly_revenue) AS total_monthly_revenue,
249     SUM(CASE WHEN is_churned = 1 THEN average_monthly_revenue END) AS revenue_lost_monthly,
250     ROUND(100.0 * SUM(CASE WHEN is_churned = 1 THEN average_monthly_revenue END)
251           / SUM(average_monthly_revenue), 2) AS percent_revenue_at_risk
252 FROM customers;
253
254
255
256
257
258
259
```

total_monthly_revenue	revenue_lost_monthly	percent_revenue_at_risk
109621	11990	10.94