**Churn dataset queries**

use churn\_DB;

select \* from customer\_churn;

/\* data cleaning \*/

update customer\_churn

set multiplelines = 'No'

where multiplelines = 'No phone service';

update customer\_churn

set OnlineSecurity = 'No'

where OnlineSecurity = 'No internet service';

update customer\_churn

set OnlineBackup = 'No'

where OnlineBackup = 'No internet service';

update customer\_churn

set DeviceProtection = 'No'

where DeviceProtection = 'No internet service';

update customer\_churn

set Support\_used = 'No'

where Support\_used = 'No internet service';

update customer\_churn

set StreamingTV = 'No'

where StreamingTV = 'No internet service';

update customer\_churn

set StreamingMovies = 'No'

where StreamingMovies = 'No internet service';

alter table customer\_churn

add usage\_segment varchar(20);

alter table customer\_churn

drop column usage\_segment;

update customer\_churn

set usage\_segment =

case

when app\_usage\_month between 1 and 8 then '1-8 months'

when app\_usage\_month between 8 and 18 then '8-18 months'

when app\_usage\_month >=18 then '18+ months'

else 'unknown'

end;

select distinct(plan\_type) from customer\_churn;

/\*churn rate by plan\_type\*/

with cte as(

select plan\_type, count(\*) as total\_ppl,

sum(case when churn = 'Yes' then 1

else 0

end) as ppl\_churned

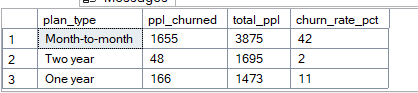
from customer\_churn

group by plan\_type

)

select plan\_type,ppl\_churned, total\_ppl, round((ppl\_churned \*100)/ total\_ppl,2) as churn\_rate\_pct

from cte;



/\*churn rate by account\_tier\*/

with cte as(

select account\_tier, count(\*) as total\_ppl,

sum(case

when churn = 'Yes' then 1

else 0 end)as churned\_ppl

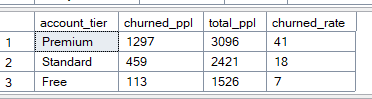
from customer\_churn

group by account\_tier

)

select account\_tier, churned\_ppl, total\_ppl, round((churned\_ppl\*100)/total\_ppl,2) as churned\_rate

from cte;



/\*churn rate by gender\*/

with cte as(

select gender, count(\*) as total\_ppl,

sum(case

when churn = 'Yes' then 1

else 0 end)as churned\_ppl

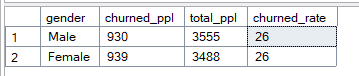
from customer\_churn

group by gender

)

select gender, churned\_ppl, total\_ppl, round((churned\_ppl\*100)/total\_ppl,2) as churned\_rate

from cte;



/\*churn rate by usage\_segment\*/

with cte as(

select usage\_segment, count(\*) as total\_ppl,

sum(case

when churn = 'Yes' then 1

else 0 end)as churned\_ppl

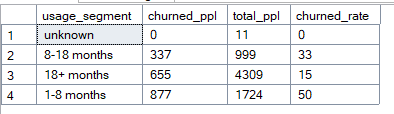
from customer\_churn

group by usage\_segment

)

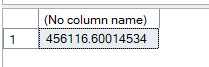
select usage\_segment, churned\_ppl, total\_ppl, round((churned\_ppl\*100)/total\_ppl,2) as churned\_rate

from cte;



KPI’s

select sum(monthlySpend) from customer\_churn;



select count(customerid) from customer\_churn;



select avg(app\_usage\_month) from customer\_churn;



select round(sum(MonthlySpend)/count(customerid),2)

from customer\_churn;



SELECT

COUNT(\*) AS total\_customers,

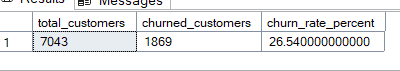
SUM(CASE WHEN churn = 'Yes' THEN 1 ELSE 0 END) AS churned\_customers,

ROUND(

SUM(CASE WHEN churn = 'Yes' THEN 1 ELSE 0 END) \* 100.0 / COUNT(\*), 2

) AS churn\_rate\_percent

FROM customer\_churn;

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