

QUERIES FOR CHURN ANALYSIS

QUERIES:

1. Perform general data cleaning and manipulation (e.g., handling null values, duplicates, and data types).
2. Identify the number of customers status in groups.
3. Calculate the percentage of customers who have churned.
4. Analyse gender-wise churn status.
5. Determine if there is any interrelation between tenure and churn status.
6. Calculate the revenue generated by the churned customers.
7. Count the contracts by customer status.
8. Analyse if customer status is influenced by issues with the payment method.
9. Analyse if customers of particular age group are churning exceptionally.
10. By analysing different services try to identify any potential issues that may exist.