# CUSTOMER CHURN ANALYSIS SQL QUERIES

**KPI’s**

**1. Customer churn by genders**

## SELECT Gender, COUNT (Gender) AS total\_customers

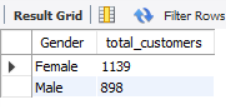
## FROM churnanalysis\_data

## WHERE Exited=1

## GROUP BY Gender

## ORDER BY total\_customers desc;

Output:



**2. Customer churn by Age groups**

SELECT

CASE

WHEN Age BETWEEN 18 AND 30 THEN '18-30'

WHEN Age BETWEEN 31 AND 50 THEN '31-50'

ELSE '51+'

END AS Age\_Group,

COUNT (\*) AS Total\_Customers,

SUM(Exited) AS Churned\_Customers

FROM

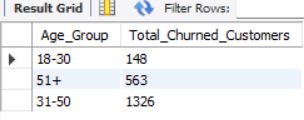
churnanalysis\_data

WHERE Exited=1

Group by Age\_Group

ORDER BY Churned\_Customers;

Output:



**3. Customer churn by Tenure**

SELECT

CASE

WHEN Tenure BETWEEN 0 AND 3 THEN '0-3 years'

WHEN Tenure BETWEEN 4 AND 7 THEN '4-7 years'

ELSE '8+ years'

END AS Tenure\_group,

COUNT (\*) AS Total\_Curned\_Customers

FROM

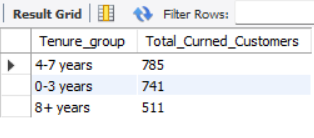
churnanalysis\_data

WHERE Exited=1

GROUP BY Tenure\_group

ORDER BY Total\_Curned\_Customers desc;

Output



4. **Customer churn by geographical region**

SELECT Geography,

## COUNT (\*) AS Total\_Customers,

## ROUND((SUM(Exited) \* 100.0 / COUNT (\*)), 2) AS High\_Churn\_Rate

## FROM

## churnanalysis\_data

## GROUP BY

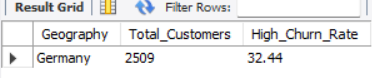
## Geography

## ORDER BY

## High\_Churn\_Rate DESC

LIMIT 1;

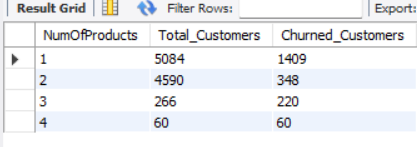
Output:



## 5. Churn Rate by product usage

SELECT   
 NumOfProducts,  
 COUNT (\*) AS Total\_Customers,  
 SUM(Exited) AS Churned\_Customers  
FROM   
 churnanalysis\_data  
GROUP BY   
 NumOfProducts  
ORDER BY   
 Churned\_Customers DESC;

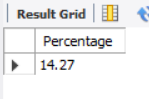
Output:



**6. Churn percentage by Active Members**

SELECT   
 ROUND((SUM(Exited) \* 100.0 / COUNT (\*)), 2) AS Percentage  
FROM   
 churnanalysis\_data  
WHERE   
 IsActiveMember = 1;

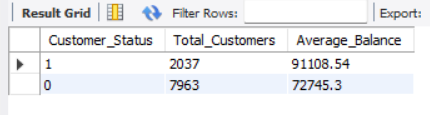
Output



**7. Average balance of churned vs. retained customers**

SELECT   
 Exited AS Customer\_Status,  
 COUNT (\*) AS Total\_Customers,  
 AVG(Balance) AS Average\_Balance  
FROM   
 churnanalysis\_data  
GROUP BY   
 Exited;

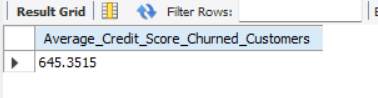
Output:



## 8. Average credit score of churned customers

SELECT   
 AVG(CreditScore) AS Average\_Credit\_Score\_Churned\_Customers  
FROM   
 churnanalysis\_data  
WHERE   
 Exited = 1;

Output:



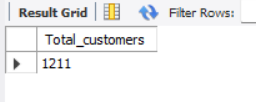
**9. customers Churn with a high balance**

SELECT COUNT (\*) AS Total\_customers

FROM churnanalysis\_data

WHERE Exited=1 and Balance > 100000;

Output:



**10**. **Overall Churn rate in the dataset**

## SELECT ROUND(SUM(Exited) \* 100.0 / COUNT (\*), 2) AS Overall\_Churn\_Rate FROM churnanalysis\_data;

Output:

