

1. Total number of customers and churn rate:

```
SELECT  
  
    COUNT(*) AS total_customers,  
  
    AVG(CASE WHEN "Customer Status" = 'Churned' THEN 1 ELSE 0 END) AS churn_rate  
  
FROM customer_churn;
```

2. Average age of churned customers:

```
SELECT AVG(Age) AS avg_age_churned  
  
FROM customer_churn  
  
WHERE "Customer Status" = 'Churned';
```

3. Most common contract types among churned customers:

```
SELECT Contract, COUNT(*) AS count  
  
FROM customer_churn  
  
WHERE "Customer Status" = 'Churned'  
  
GROUP BY Contract  
  
ORDER BY count DESC;
```

4. Distribution of monthly charges among churned customers:

```
SELECT  
  
    CASE  
  
        WHEN "Monthly Charge" < 50 THEN '0-50'  
  
        WHEN "Monthly Charge" < 100 THEN '50-100'  
  
        WHEN "Monthly Charge" < 150 THEN '100-150'  
  
        ELSE '150+'  
  
    END AS charge_range,  
  
    COUNT(*) AS count  
  
FROM customer_churn  
  
WHERE "Customer Status" = 'Churned'  
  
GROUP BY charge_range
```

ORDER BY charge_range;

5. Contract types most prone to churn:

SELECT

Contract,

COUNT(*) AS total_customers,

SUM(CASE WHEN "Customer Status" = 'Churned' THEN 1 ELSE 0 END) AS churned_customers,

CAST(SUM(CASE WHEN "Customer Status" = 'Churned' THEN 1 ELSE 0 END) AS FLOAT) / COUNT(*)
AS churn_rate

FROM customer_churn

GROUP BY Contract

ORDER BY churn_rate DESC;

6. Customers with high total charges who have churned:

SELECT "Customer ID", "Total Charges"

FROM customer_churn

WHERE "Customer Status" = 'Churned'

AND "Total Charges" > (SELECT AVG("Total Charges") FROM customer_churn)

ORDER BY "Total Charges" DESC

LIMIT 10;

7. Total charges distribution for churned and non-churned customers:

SELECT

"Customer Status",

MIN("Total Charges") AS min_charges,

MAX("Total Charges") AS max_charges,

AVG("Total Charges") AS avg_charges,

PERCENTILE_CONT(0.5) WITHIN GROUP (ORDER BY "Total Charges") AS median_charges

FROM customer_churn

GROUP BY "Customer Status";

8. Average monthly charges for different contract types among churned customers:

```
SELECT

    Contract,

    AVG("Monthly Charge") AS avg_monthly_charge

FROM customer_churn

WHERE "Customer Status" = 'Churned'

GROUP BY Contract

ORDER BY avg_monthly_charge DESC;
```

9. Customers with online security and online backup who haven't churned:

```
SELECT "Customer ID"

FROM customer_churn

WHERE "Online Security" = 'Yes'

    AND "Online Backup" = 'Yes'

    AND "Customer Status" != 'Churned';
```

10. Most common combinations of services among churned customers:

```
SELECT

    "Phone Service",

    "Internet Service",

    "Online Security",

    "Online Backup",

    "Device Protection Plan",

    "Premium Tech Support",

    "Streaming TV",

    "Streaming Movies",

    "Streaming Music",

    COUNT(*) AS count

FROM customer_churn

WHERE "Customer Status" = 'Churned'
```

GROUP BY

"Phone Service",

"Internet Service",

"Online Security",

"Online Backup",

"Device Protection Plan",

"Premium Tech Support",

"Streaming TV",

"Streaming Movies",

"Streaming Music"

ORDER BY count DESC

LIMIT 5;