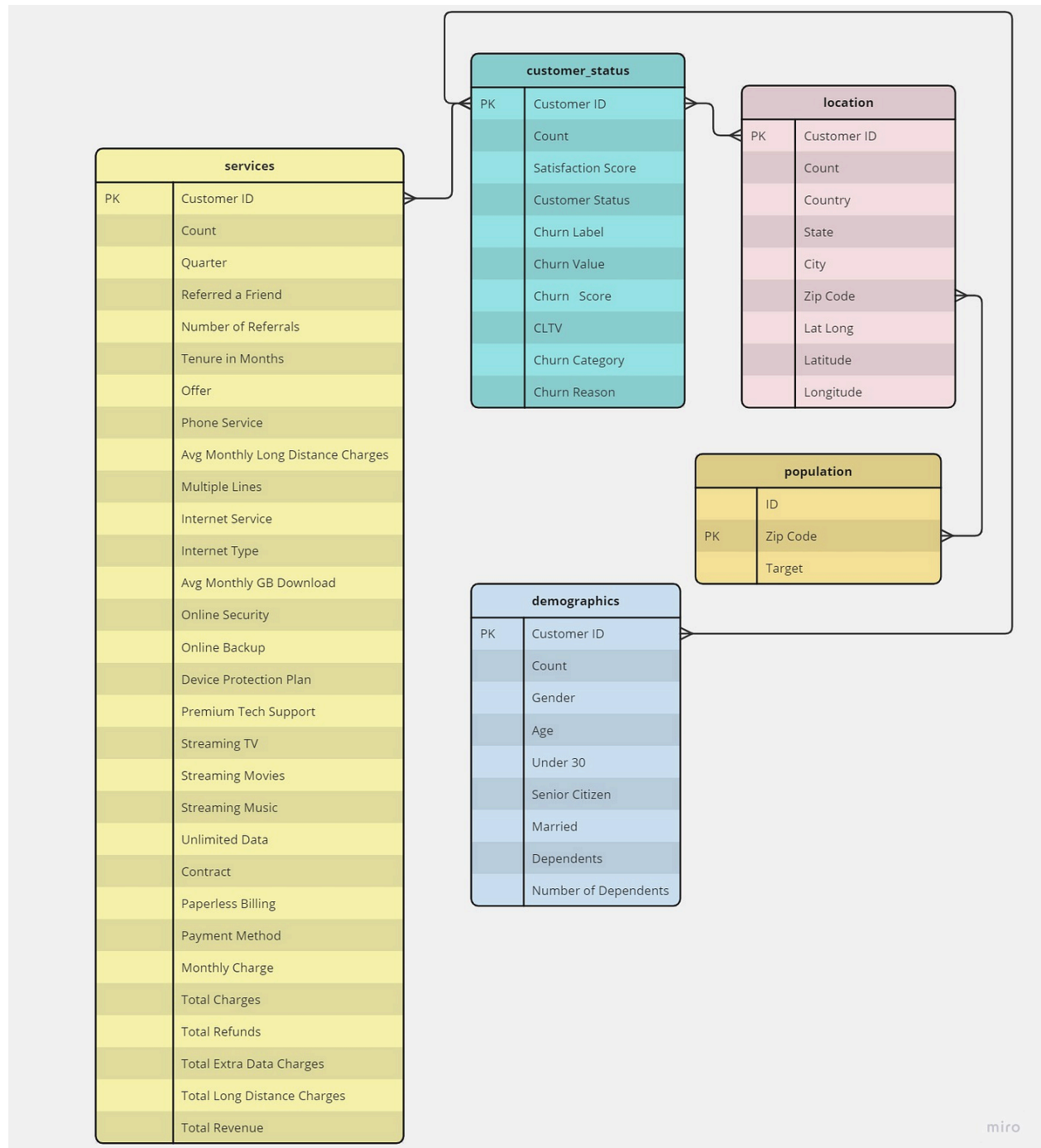


Customer churn or attrition is a crucial metric in the business world, especially in the telecommunication industry. It means losing customers or subscribers. In other words, it is a loss of monthly subscription fees and potential future purchases. If the churn rate is high, it can lead to financial instability and hinder the company's growth.

Hence, a telco company needs to identify patterns in the churn dataset to save the company's marketing costs in acquiring new customers. Churn analysis also helps in understanding customer sentiment and satisfaction levels. If issues like billing problems, network coverage, or customer service are consistently causing customers to leave, improving these areas can lead to higher customer satisfaction and loyalty.



This SQL project we will be using hypothetical questions using the [IBM telco customer churn dataset](#) I obtained from [Pranjali on GitHub](#). The dataset contains information about a fictional telco company that provided home phone and Internet services to 7,043 customers in California in Q3. Below is the entity-relationship diagram (ERD) that I created with [MIRO](#).



Before diving into the exciting world of analytics, I performed data cleaning using Excel to get the dataset ready for the analysis

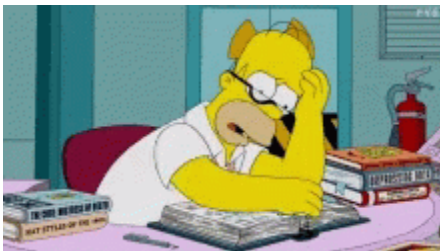
adventure. Feel free to download my [cleaned dataset from my Google Drive](#) to check out how I used [INDEX & MATCH functions](#) to join tables and remove those necessary columns! To begin your analysis using [MySQL workbench](#), you may choose to import [this CSV file](#) using [Table Data Import Wizard](#) or import [this SQL file](#) using [SQL Data Export and Import Wizard](#). ⚡

We've got more exciting SQL-related hypothetical questions lined up. Let's explore the fascinating world of SQL together! 🤓

**Query 1: Considering the top 5 groups with the highest average monthly charges among churned customers, how can personalized offers be tailored based on age, gender, and contract type to potentially improve customer retention rates?**

**Query 2: What are the feedback or complaints from those churned customers**

**Query 3: How does the payment method influence churn behavior?**



Hope you enjoy SQL Querring. Happy learning. 😊

In summary, analye the customer churn dataset which is essential for the telco company to maintain a thriving business. It provides insights into customer behavior, helps in retaining

customers, and ultimately contributes to the company's long-term success in the competitive telecommunications market.

**Deliverables:**

- **SQL Queries and their explanation**
- **Medium article stating details analysis**
- **Github repository for the project**