***Telco Customer Churn Analysis - SQL Queries***

SELECT \* FROM telco\_churn\_clean;

SELECT COUNT(\*) AS Total\_Customers FROM telco\_churn\_clean;

SELECT COUNT(\*) AS Churned\_Customers

FROM telco\_churn\_clean

WHERE Churn = 'Yes';

SELECT

ROUND(100 \* SUM(CASE WHEN Churn = 'Yes' THEN 1 ELSE 0 END) / COUNT(\*), 2) AS Churn\_Rate\_Percent

FROM telco\_churn\_clean;

SELECT Contract,

COUNT(\*) AS Total\_Customers,

SUM(CASE WHEN Churn = 'Yes' THEN 1 ELSE 0 END) AS Churned\_Customers,

ROUND(100.0 \* SUM(CASE WHEN Churn = 'Yes' THEN 1 ELSE 0 END) / COUNT(\*), 2) AS Churn\_Rate\_Percent

FROM telco\_churn\_clean

GROUP BY Contract;

SELECT PaymentMethod,

COUNT(\*) AS Total\_Customers,

SUM(CASE WHEN Churn = 'Yes' THEN 1 ELSE 0 END) AS Churned,

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

FROM telco\_churn\_clean

GROUP BY PaymentMethod;

SELECT InternetService,

COUNT(\*) AS Total\_Customers,

SUM(CASE WHEN Churn = 'Yes' THEN 1 ELSE 0 END) AS Churned,

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

FROM telco\_churn\_clean

GROUP BY InternetService;

SELECT

CASE

WHEN tenure BETWEEN 0 AND 12 THEN '0-12 Months'

WHEN tenure BETWEEN 13 AND 24 THEN '13-24 Months'

WHEN tenure BETWEEN 25 AND 48 THEN '25-48 Months'

ELSE '49+ Months'

END AS tenure,

COUNT(\*) AS Total,

SUM(CASE WHEN Churn = 'Yes' THEN 1 ELSE 0 END) AS Churned,

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

FROM telco\_churn\_clean

GROUP BY tenure;

SELECT PaymentMethod, COUNT(\*) AS Frequency

FROM telco\_churn\_clean

GROUP BY PaymentMethod

ORDER BY Frequency DESC

LIMIT 5;

SELECT SeniorCitizen,

COUNT(\*) AS Total\_Customers,

SUM(CASE WHEN Churn = 'Yes' THEN 1 ELSE 0 END) AS Churned,

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

FROM telco\_churn\_clean

GROUP BY SeniorCitizen