Master in Business Analytics and Digital Marketing-MBE9

Structured Query Language - Churn Analysis Queries

Visvasprabhakar R

**use final\_project;**

select \* **/\*Stayed, joined Member would be filtered\*/**

from final\_project.customere\_churn

WHERE Customer\_Status IN ('stayed', 'joined');

select \* **/\*churned Member would be filtered \*/**

from final\_project.customere\_churn

WHERE Customer\_Status IN ('Churned');

SELECT \* **/\*online security, online backup service would be filtered \*/**

FROM final\_project.customere\_churn

where Customer\_Status IN ('stayed', 'joined')

AND Online\_Backup = 'Yes'

AND Online\_Security = 'Yes';

SELECT **/\*common combination service among churned\*/**

Phone\_Service,

Multiple\_Lines,

Internet\_Service,

Online\_Security,

Online\_Backup,

Device\_Protection\_Plan,

Premium\_Tech\_Support,

Streaming\_Tv,

Streaming\_Movies,

Streaming\_Music,

COUNT(\*) AS combination\_count

FROM

final\_project.customere\_churn

GROUP BY

Phone\_Service,

Multiple\_Lines,

Internet\_Service,

Online\_Security,

Online\_Backup,

Device\_Protection\_Plan,

Premium\_Tech\_Support,

Streaming\_Tv,

Streaming\_Movies,

Streaming\_Music

ORDER BY

combination\_count DESC

LIMIT 1;

SELECT **/\*average monthly charge for different age groups\*/**

CASE

WHEN Age BETWEEN 19 AND 40 THEN '19-40'

WHEN Age BETWEEN 41 AND 60 THEN '41-60'

WHEN Age BETWEEN 61 AND 80 THEN '61-80'

ELSE 'Other'

END AS Age\_Group,

AVG(Monthly\_Charge) AS Avg\_Monthly\_Charges

FROM

final\_project.customere\_churn

where

Customer\_Status='Churned'

GROUP BY

Customer\_ID,

Age\_Group;

SELECT **/\* Determine multiple line and online backup\*/**

AVG(Age) AS Average\_Age,

avg(Total\_Charges) AS Avg\_Total\_Charges

FROM

final\_project.customere\_churn

WHERE

Multiple\_Lines = 'Yes'

AND Online\_Backup = 'Yes';

SELECT **/\*churned person used most online services\*/**

Customer\_ID,

COUNT(\*) AS Best\_combo\_count,

Multiple\_Lines,

Internet\_Service,

Online\_Security,

Online\_Backup,

Streaming\_Tv,

Streaming\_Movies,

Streaming\_Music

FROM

final\_project.customere\_churn

WHERE

Multiple\_Lines = 'Yes'

AND Internet\_Service = 'Yes'

AND Online\_Security = 'Yes'

AND Online\_Backup = 'Yes'

AND Streaming\_Tv = 'Yes'

AND Streaming\_Movies = 'Yes'

AND Streaming\_Music = 'Yes'

GROUP BY

Customer\_ID,

Multiple\_Lines,

Internet\_Service,

Online\_Security,

Online\_Backup,

Streaming\_Tv,

Streaming\_Movies,

Streaming\_Music

ORDER BY

Best\_combo\_count DESC;

SELECT **/\*Avg monthly\_charges & Avg total\_charges of contract & Internet\_type\*/**

Customer\_ID,

Contract,

Internet\_Type,

AVG(Monthly\_Charge) AS avg\_monthly\_charges,

AVG(Total\_Charges) AS avg\_total\_charges

FROM

final\_project.customere\_churn

where

Customer\_Status='Churned'

GROUP BY

Customer\_ID,

Contract,

Internet\_Type

ORDER BY

Contract,

Internet\_Type;

SELECT **/\*No of dependents\*/**

Number\_of\_Dependents,

AVG(Monthly\_Charge) AS avg\_monthly\_charges,

AVG(Total\_Charges) AS avg\_total\_charges

FROM

final\_project.customere\_churn

GROUP BY

Number\_of\_Dependents

ORDER BY

Number\_of\_Dependents;

SELECT **/\*Avg age & Tot\_charges by Internet\_Service & Phone\_service\*/**

Internet\_Service,

Phone\_Service,

AVG(Age) AS avg\_age,

avg(Total\_Charges) AS total\_charges

FROM

final\_project.customere\_churn

GROUP BY

Internet\_Service,

Phone\_Service

ORDER BY

Internet\_Service,

Phone\_Service;

SELECT \* **/\*senoir citizen\*/**

FROM final\_project.customere\_churn

WHERE customer\_status = 'Churned' AND age >= 65;