

Question 1:

How many customers has Foodie-Fi ever had?

Query:

```
SELECT COUNT(DISTINCT customer_id)
AS unique_customer
FROM dbo.subscriptions;
```

Question 2:

What is the monthly distribution of trial plan start_date values for our dataset?

Query:

```
SELECT DATE_PART('month',start_date) AS month_date,
TO_CHAR(start_date, 'Month') AS month_name, COUNT(*) AS trial_subscriptions
FROM dbo.subscriptions s
JOIN dbo.plans p
ON s.plan_id = p.plan_id
WHERE s.plan_id = 0
GROUP BY DATE_PART('month',start_date), TO_CHAR(start_date, 'Month')
ORDER BY month_date ASC;
```

Question 3:

What plan start_date values occur after the year 2020 for our dataset? Show the breakdown by count of events for each plan_name.

Query:

```
SELECT p.plan_id, p.plan_name,
COUNT(*) AS events
FROM dbo.subscriptions s
JOIN dbo.plans p
ON s.plan_id = p.plan_id
WHERE s.start_date >= '2021-01-01'
GROUP BY p.plan_id, p.plan_name
ORDER BY p.plan_id;
```

Question 4: