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| |  |  | | --- | --- | | #1 Total revenue for 2017 |  |  |  |  | | --- | --- | | Query | Select sum(net\_revenue) From CaseStudy Where Year = 2017 | | Result | $31,417,495.03 | |

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| |  |  | | --- | --- | | #2 New customer revenue for 2017 |  |  |  |  | | --- | --- | | Step 1: | Total Revenue for 2017 = $31,417,495.03 | | Step 2: | Revenue from customers in 2017 who were also in 2016 | | Query: | Select sum(A.net\_revenue) from CaseStudy A INNER JOIN CaseStudy B | |  | ON A.customer\_email = B.customer\_email where a.year = 2017 and B.year | |  | = 2016; | |  | Step 2 Result = 3,226,937.85 | | New Customer Revenue | $31, 417,495.03 – $3,226,937.85 = **28,190,557.18** | |

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| |  |  | | --- | --- | | #3 Existing Customer Growth |  |  |  |  | | --- | --- | | Step1: | Revenue from existing customers from 2016 = $3,201,207.96 | | Query | Select sum(B.net\_revenue) from CaseStudy A INNER JOIN CaseStudy B | |  | ON A.customer\_email = B.customer\_email where a.year = 2017 and B.year | |  | = 2016; | | Existing Customer Growth | $3,226,937.85 - $3,201,207.96 = **$25,729.89** | |

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| |  |  | | --- | --- | | #4 Revenue lost from attrition |  |  |  |  | | --- | --- | | Step1: | Total Revenue from 2016 = 25,730,943.58 | | Step2 : | Revenues from 2017 customers who were also customers in 2016 = $3,226,937.85 | | Lost Revenue from Attrition | $25,730,943.58 - $3,226,937.85 = **$22,504,005.70** | |

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| |  |  | | --- | --- | | #5 Existing customer revenue current year (2017) |  |  |  |  | | --- | --- | | Result : | $ 3,226,937.85 | | Query | See #2 above | |

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| |  |  | | --- | --- | | #6 Existing customer revenue prior year (2016) |  |  |  |  | | --- | --- | | Result : | $3,201,207.96 | | Query | See #3 above | |

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| |  |  | | --- | --- | | #7 Total customers current year (2017) |  |  |  |  | | --- | --- | | Query | Select COUNT (DISTINCT customer\_email) From CaseStudy Where Year = 2017 | | Result | 249,987 customers | |

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| |  |  | | --- | --- | | #8 Total customers previous year (2016) |  |  |  |  | | --- | --- | | Query | Select COUNT (DISTINCT customer\_email) From CaseStudy Where Year = 2017 | | Result | 204,646 customers | |

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| |  |  | | --- | --- | | #9 Total new customers in 2017 |  |  |  |  | | --- | --- | | Query | See above. | | Result | 249,987 - 204,646 = 45,341 | |

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| |  |  | | --- | --- | | #10 Lost customers |  |  |  |  | | --- | --- | | Step 1: | Customers from 2016 who stayed in 2017 = 25,079 | | Result | 204,646 – 25,567= 179,079 | |