Count of customer that have done 2 or more different products.

```
SELECT COUNT(DISTINCT customer_id)
FROM Payment_Table_Final
WHERE customer_id IN (
   SELECT customer_id
   FROM Payment_Table_Final
   GROUP BY customer_id
   HAVING COUNT(DISTINCT payment_type) >= 2
);
```

Explanation:

1. The inner query groups the payment records by customer_id and returns only those customer_id's that have done 2 or more different payment_type's.
2. The outer query then counts the number of distinct customer_id's returned by the inner query, which gives us the count of customers who have done 2 or more different products.

State what would you consider as a churned customer? Write an sql query to show the count of customers that fit this criterion.

```
SELECT COUNT(DISTINCT customer_id)

FROM Payment_Table_Final

WHERE paymentdate < DATEADD(day, -90, GETDATE());
```

A churned customer is one who was previously an active customer but has not made any transactions within a certain time frame, indicating that they may have discontinued the use of the service. The specific time frame for identifying a churned customer can vary depending on the business.

Write an sql query to show the top 5 products whose availability is critical to ensure sustained revenue.

```
SELECT product_id, product_name, COUNT(*) AS total_orders

FROM Order_Table_Final

GROUP BY product_id, product_name

ORDER BY total_orders DESC LIMIT 5;
```

This query will count the total number of orders for each product, group them by product_id and product_name, and order them in descending order. The LIMIT 5 clause will limit the results to the top 5 products.