

# 94\_Analyze Subscription Conversion Medium - Solution

Source - <https://leetcode.com/problems/analyze-subscription-conversion/description/>

Running Notes:

A subscription service wants to analyze user behavior patterns. The company offers a **7**-day **free trial**, after which users can subscribe to a **paid plan** or **cancel**. Write a solution to:

1. Find users who converted from free trial to paid subscription
  - a. so first I will filter those rows where activity is either free trial or paid subscription
  - b. and group by user id so I get those where user id have both activities (hint: used the having count(distinct(activity)) > 1)
2. Calculate each user's **average daily activity duration** during their **free trial** period (rounded to **2** decimal places)
  - a. use case statement here
3. Calculate each user's **average daily activity duration** during their **paid** subscription period (rounded to **2** decimal places)
  - a. use case statement here

Return the result table ordered by `user_id` in **ascending** order.

```
-- Write your PostgreSQL query statement below
SELECT user_id,
ROUND(AVG(CASE
WHEN activity_type='free_trial' THEN activity_duration
END),2) AS trial_avg_duration,
ROUND(AVG(CASE
```

```
WHEN activity_type='paid' THEN activity_duration  
END),2) AS paid_avg_duration  
FROM UserActivity  
WHERE activity_type IN ('free_trial','paid')  
GROUP BY user_id  
HAVING COUNT(DISTINCT(activity_type)) > 1  
ORDER BY user_id
```

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