

# Google

As a Product Analyst on the Google Cloud team, you are working with your team to enhance customer retention and optimize cost structures for enterprise cloud services....

Question 1: We want to evaluate early premium service adoption among enterprise customers. How many unique customers with service tier codes starting with "PREM" completed transactions from April 1st to April 30th, 2024?

```
SELECT COUNT(DISTINCT customer_id) AS premium_customer_count
FROM fct_transactions
WHERE service_tier_code LIKE 'PREM%'
      AND transaction_date BETWEEN DATE '2024-04-01' AND DATE '2024-04-30';
```



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Question 2: We need to understand usage trends for different service tiers in order to refine our service packages. Which service tier codes were used most frequently by customers for transactions in May 2024, ranked from most to least frequent?

```
SELECT service_tier_code, COUNT(*) AS transaction_count
FROM fct_transactions
WHERE TO_CHAR(transaction_date, 'YYYY-MM') = '2024-05'
GROUP BY service_tier_code
ORDER BY transaction_count DESC;
```





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Question 3: We want to pinpoint the most active service tiers to inform pricing adjustments for enterprise cloud offerings. For transactions between June 1st and June 30th, 2024, what are the top three service tier codes based on transaction volume and how many transactions were recorded for each?

```
SELECT service_tier_code, COUNT(transaction_id) AS transaction  
_volume  
FROM fct_transactions  
WHERE transaction_date BETWEEN DATE '2024-06-01' AND DATE '202  
4-06-30'  
GROUP BY service_tier_code  
ORDER BY transaction_volume DESC  
LIMIT 3;
```

