Stripe

As a Product Analyst on the Billing team, you are tasked with investigating customer retention patterns across different subscription tiers....

Question 1: Identify the first 3 subscription tiers in alphabetical order. Don't forget to remove duplicate values. This query will help us understand what values are in the tier_name column.

```sql
SELECT DISTINCT tier_name
FROM fct_subscriptions
ORDER BY tier_name
LIMIT 3;
```
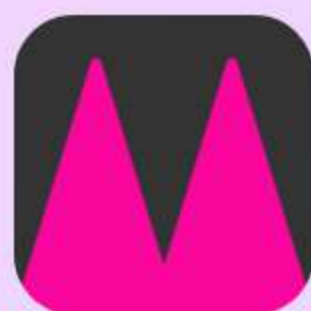
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Question 2: Determine how many customers canceled their subscriptions in August 2024 for tiers labeled "Basic" or "Premium". This query is used to evaluate cancellation trends for these specific subscription levels.

```sql
SELECT COUNT(DISTINCT customer_id) AS customer_count
FROM fct_subscriptions
WHERE TO_CHAR(end_date, 'YYYY-MM') = '2024-08'
  AND tier_name IN ('Basic', 'Premium');
```

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Question 3: Find the subscription tier with the highest number of cancellations during Quarter 3 2024 (July 2024 through September 2024). This query will guide retention strategies by identifying the tier with the most significant dropout case.

```sql
SELECT tier_name, COUNT(subscription_id) AS total
FROM fct_subscriptions
WHERE TO_CHAR(end_date, 'YYYY-MM') IN ('2024-07', '2024-08',
'2024-09')
GROUP BY tier_name
ORDER BY total DESC
LIMIT 1;
```