

User Journey

- User sign up to a Foodi-Fi website.
- Select any plan (i.e trial, monthly, annual)
- For each plan can check its specific price

plan_id	plan_name	price
0	trial	0
1	basic monthly	9.90
2	pro monthly	19.90
3	pro annual	199
4	churn	null

- When the user start a plan then for each customer have its customer_id, plan_id and start_date. For example

customer_id	plan_id	start_date
1	0	2020-08-01
1	1	2020-08-08
2	0	2020-09-20
2	3	2020-09-27
11	0	2020-11-19
11	4	2020-11-26
13	0	2020-12-15
13	1	2020-12-22
13	2	2021-03-29