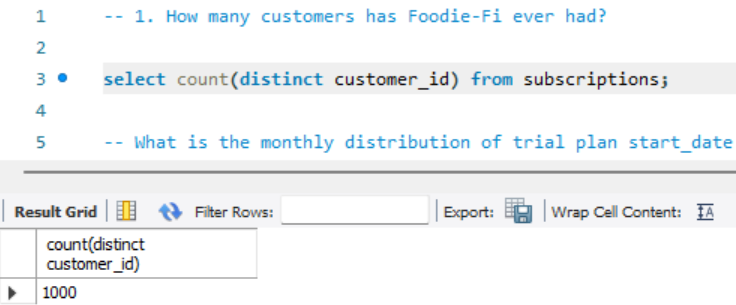
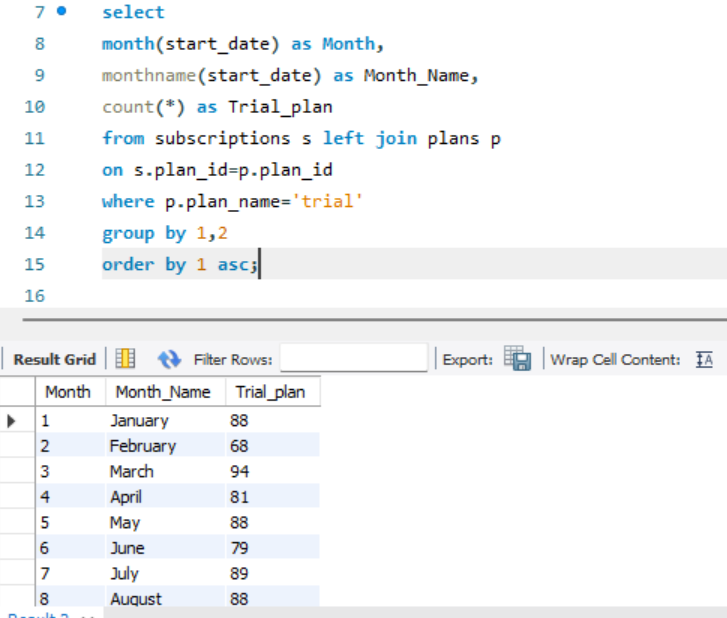
**Case Study on Foodie-Fi**

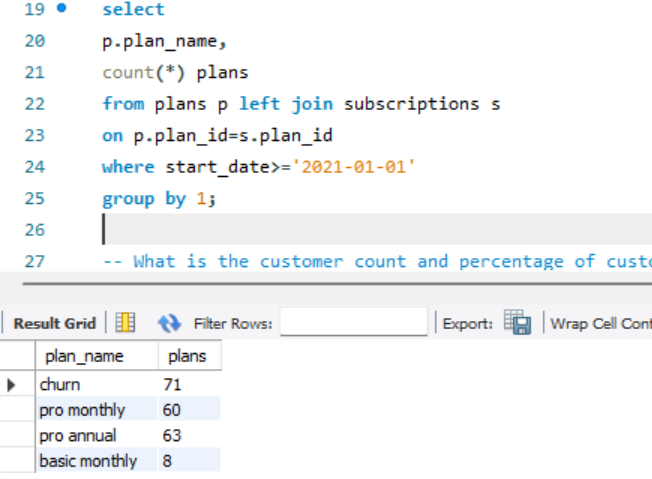
1. How many customers has Foodie-Fi ever had?



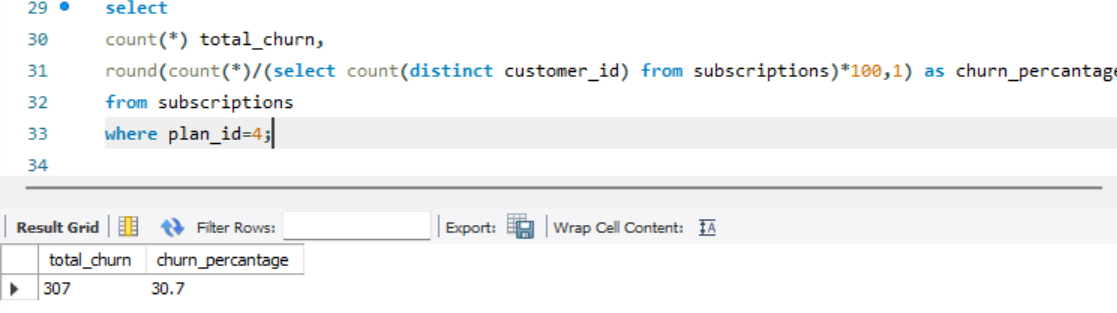
2. What is the monthly distribution of trial plan start\_date values for our dataset - use the start of the month as the group by value.



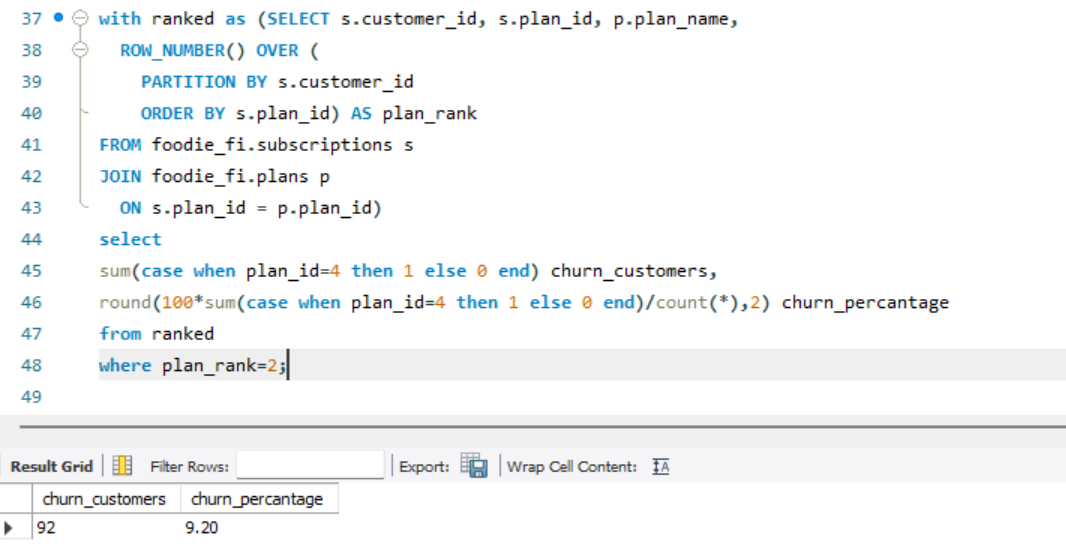
3. What plan start\_date values occur after the year 2020 for our dataset? Show the breakdown by count of events for each plan\_name.



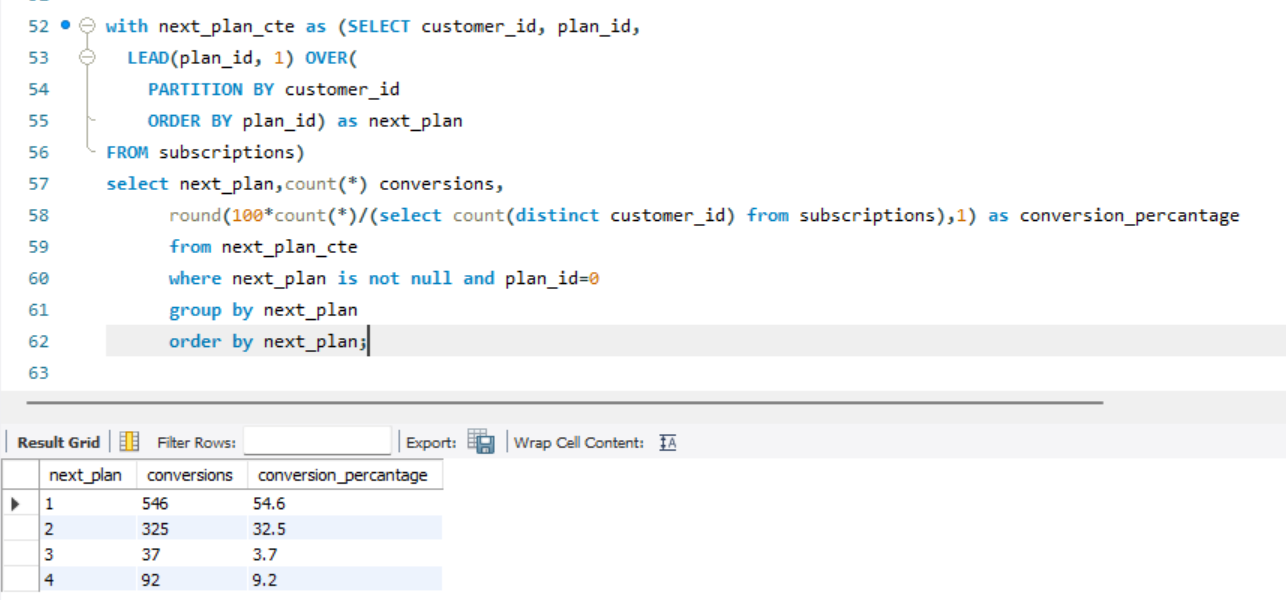
4. What is the customer count and percentage of customers who have churned rounded to 1 decimal place?



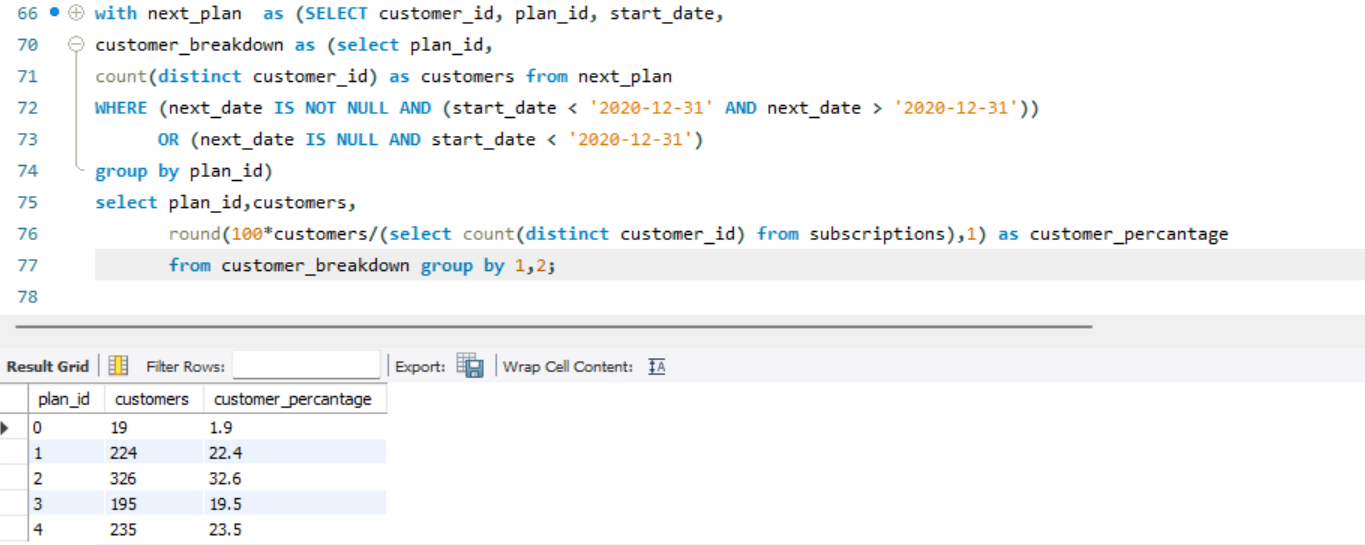
5. How many customers have churned straight after their initial free trial - what percentage is this rounded to 1 decimal place?



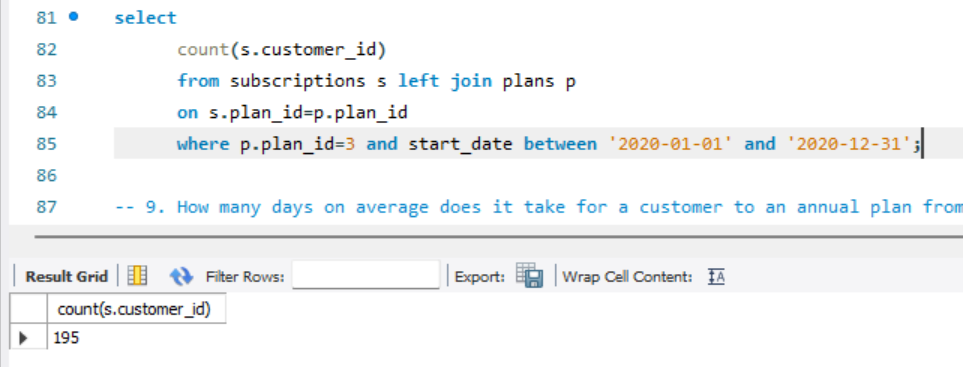
6. What is the number and percentage of customer plans after their initial free trial?



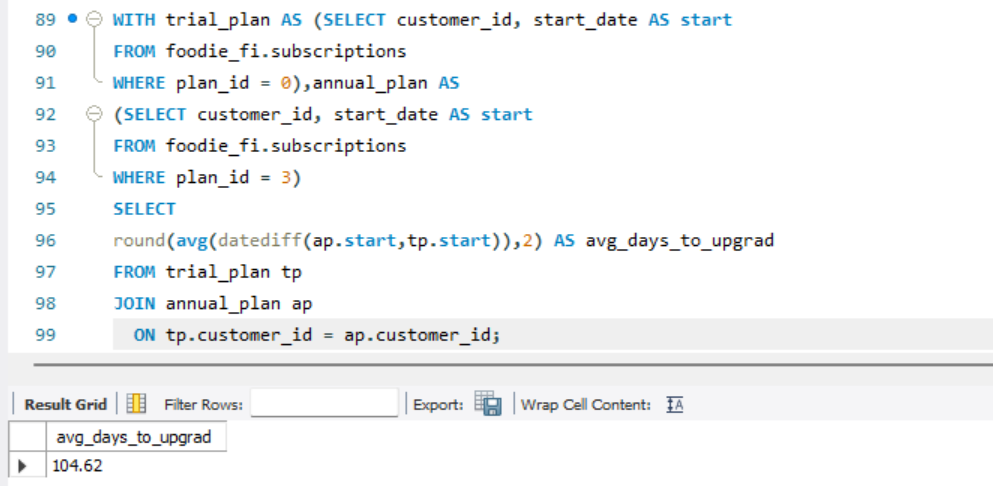
7. What is the customer count and percentage breakdown of all 5 plan\_name values at 2020-12-31?



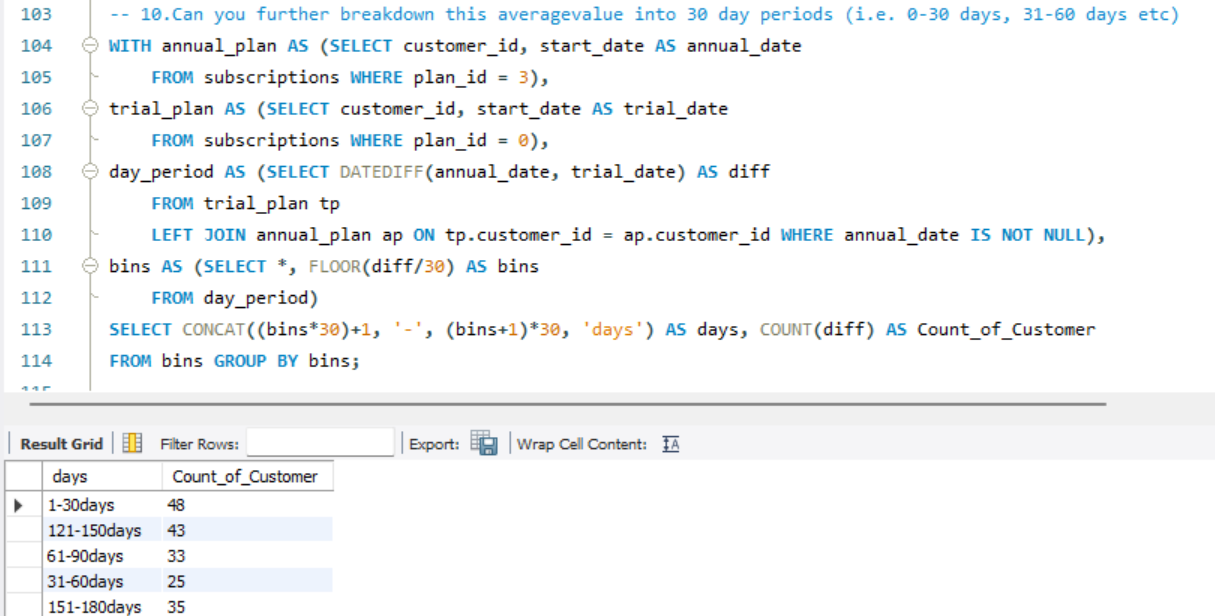
8.How many customers have upgraded to an annual plan in 2020?



9. How many days on average does it take for a customer to an annual plan from the day they join Foodie-Fi?



10. Can you further breakdown this average value into 30-day periods (i.e. 0–30 days, 31–60 days, etc).



11. How many customers were downgraded from a pro monthly to a basic monthly plan in 2020?

