

- Project Queries Guide -

Phase 1: Basic Descriptive Analysis (Data Overview)

This phase shows you can handle basic aggregations and understand the dataset.

1. **Total Revenue:** What is the total revenue generated by the company across all services?
2. **User Reach:** How many unique users are currently registered on the platform?
3. **Service Inventory:** What is the total number of unique services offered, and how are they distributed across different service types?
4. **Usage Volume:** What is the total number of service usage transactions recorded in the database?
5. **Average Engagement:** What is the average duration a user spends using a service?

Phase 2: Segmentation & Joins (Intermediate Analysis)

This phase demonstrates your ability to join multiple tables and perform multi-dimensional analysis.

1. **Geographic Performance:** Which are the top 5 cities contributing the highest revenue?
2. **Category Popularity:** Which service_type (e.g., Education, Government, Healthcare) has the highest frequency of use?
3. **Demographic Spending:** Is there a significant difference in the average spending between Male and Female users?
4. **Pricing Analysis:** What is the average base_cost for services within each service category?
5. **User Acquisition Trend:** How many new users have joined the platform each year?
6. **Peak Activity Period:** In which month was the service usage volume at its highest?

Phase 3: Advanced Business Problems (The "Analyst" Level)

This is the most important part. It shows you can translate data into business value.

1. **Payment Funnel Analysis:** What is the percentage distribution of 'Success', 'Failed', and 'Pending' payments?
2. **Revenue Leakage:** What is the total potential revenue lost due to 'Failed' payment transactions?

3. **Customer Lifetime Value (CLV):** Who are the top 10 "Power Users" based on their total historical spending?
4. **Churn/Retention Analysis:** Identify users who have registered but have never utilized any service (Inactive Users).
5. **Month-over-Month (MoM) Growth:** What is the monthly revenue trend? Is the business showing consistent growth?
6. **Financial Discrepancy Check:** Are there users whose total usage_cost exceeds their total successful_payments? (Credit Risk Analysis).