**B. Data Analysis Questions**

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

Graphical user interface, text, application

Description automatically generated

1. **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?**

Text

Description automatically generated

1. **What plan start date values occur after the year 2020 for our dataset? Show the breakdown by count of events for each plan name**

Graphical user interface, text, application

Description automatically generated

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

Graphical user interface, text, application

Description automatically generated

1. **How many customers have churned straight after their initial free trial - what percentage is this rounded to the nearest whole number?**

Graphical user interface, text, application

Description automatically generated

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

Graphical user interface, text, application

Description automatically generated

1. **What is the customer count and percentage breakdown of all 5 plan name values at 2020-12-31?**

Graphical user interface, text

Description automatically generated with medium confidence

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

Graphical user interface, text, application

Description automatically generated

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

Graphical user interface, text, application

Description automatically generated

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

Graphical user interface, text, application

Description automatically generated

Table

Description automatically generated

Background pattern

Description automatically generated with low confidence

Table

Description automatically generated

1. **How many customers downgraded from a pro monthly to a basic monthly plan in 2020?**

Graphical user interface, text, application

Description automatically generated