

# Leverage SQL With Foodie-Fi

Course: MIS 443

Lecturer: Dang Thai Doan

Presented by: Group 2

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8WEEKSQLCHALLENGE.COM

CASE STUDY # 3



**FOODIE-FI** 

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# What is Foodie-Fi?

A subscription-based platform for food-related content.

## Goal of this analysis:

Understand customer behaviors, retention trends, and revenue opportunities.

## Methodology:

Data analysis using SQL queries to extract key insights.

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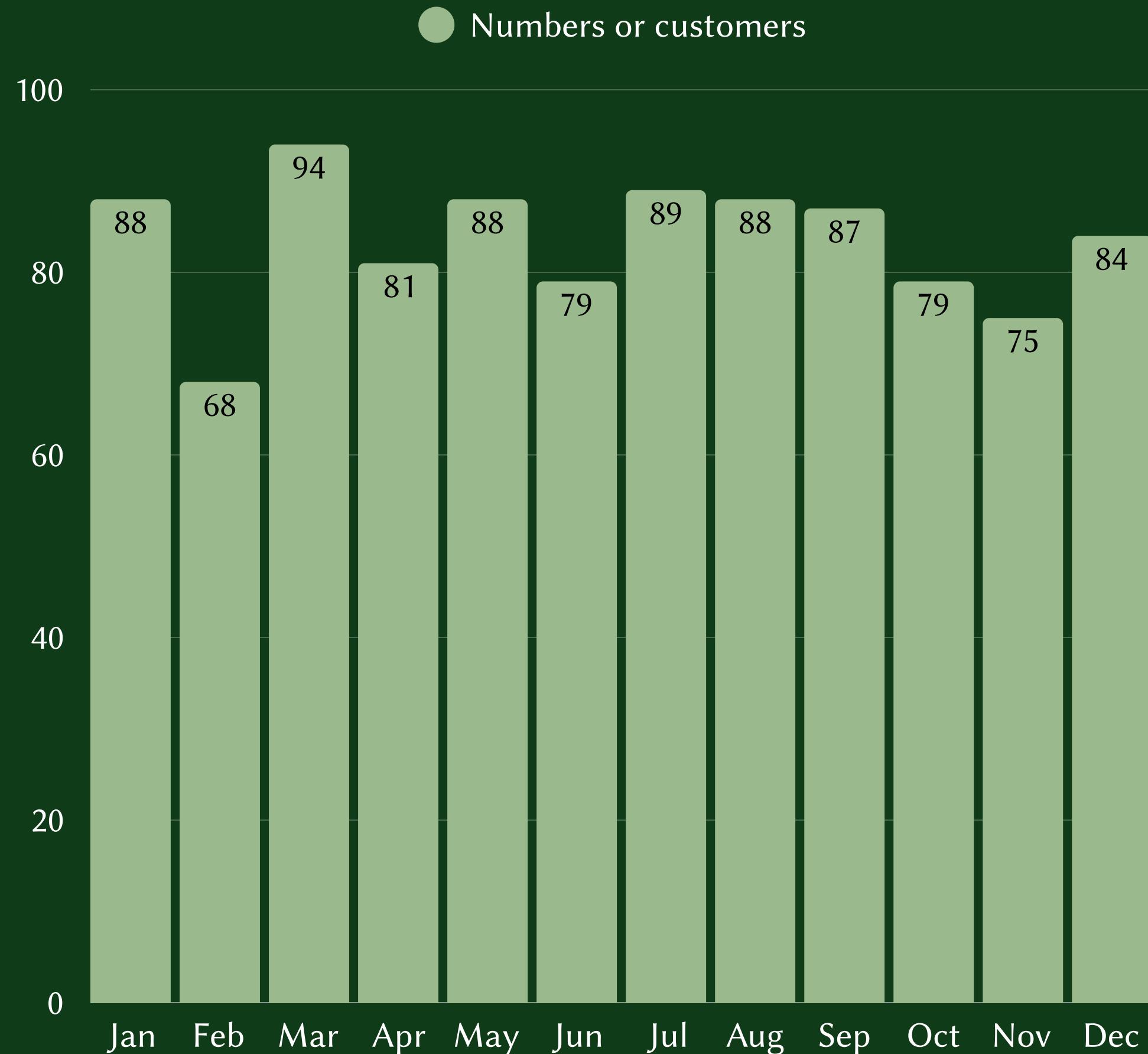
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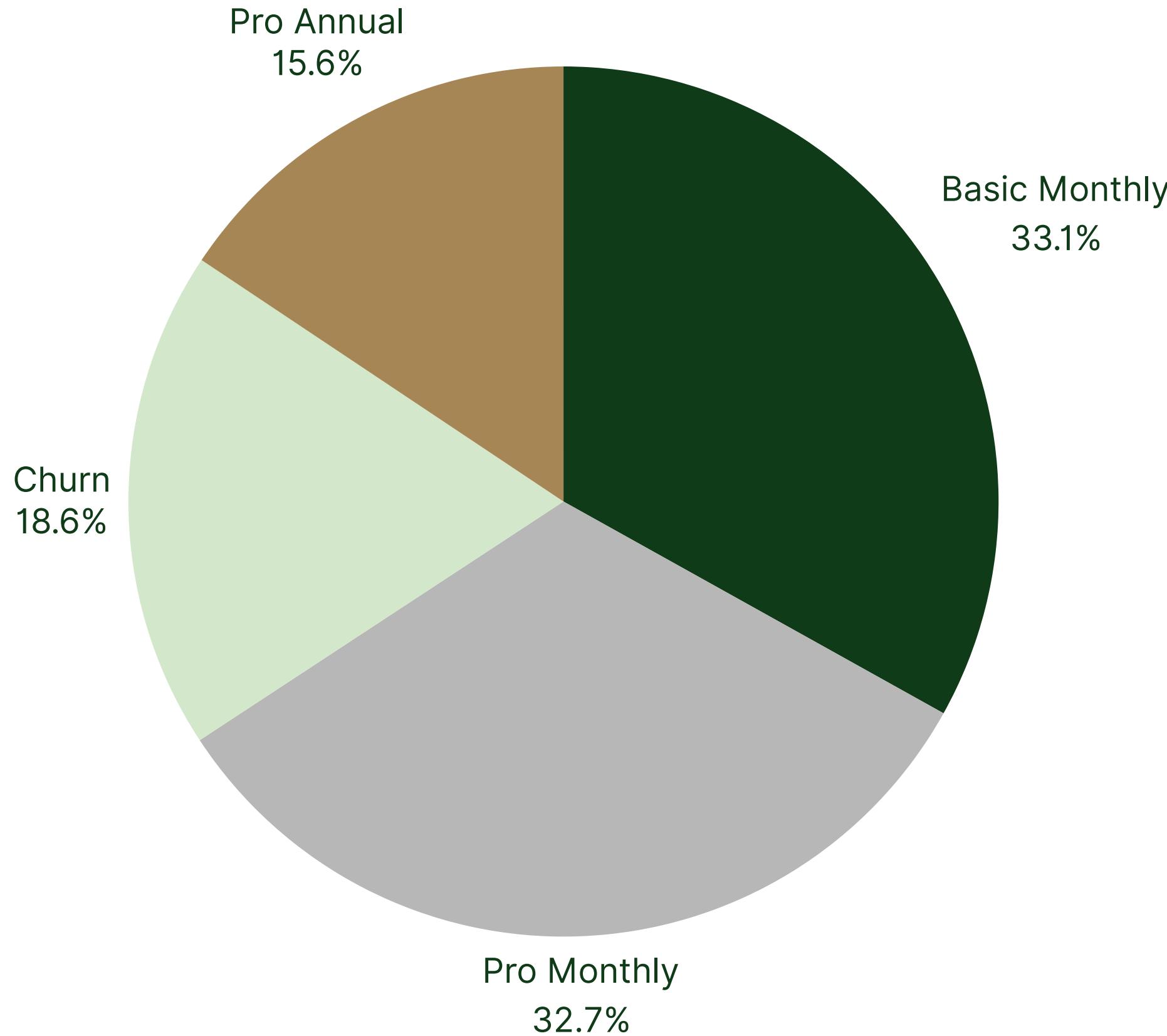
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# Customer Growth & Trial Distribution

- Total customers in 2020: 1,000
- Trial signups remained steady throughout the year.
- Peak in March (94), lowest in February (68).
- Customer acquisition is stable, with minor seasonal fluctuations.





# Subscription Plan Preferences After Trial

1,650 total plan signups after trial (some customers switched multiple times).

- Trial Churn: 18.6% of plans canceled after the free trial.
- Basic Monthly: 33.1%
- Insight: Many customers prefer flexible monthly plans over long-term commitments.

# Churn Rate & Customer Retention

**Churn rate** is the percentage of customers who cancel their subscription within a given period.

A high churn rate means many users are leaving, while a low churn rate indicates strong customer loyalty.

01 Overall churn rate (end of 2020):  
23.6%

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02 Trial churn rate:  
30.7%

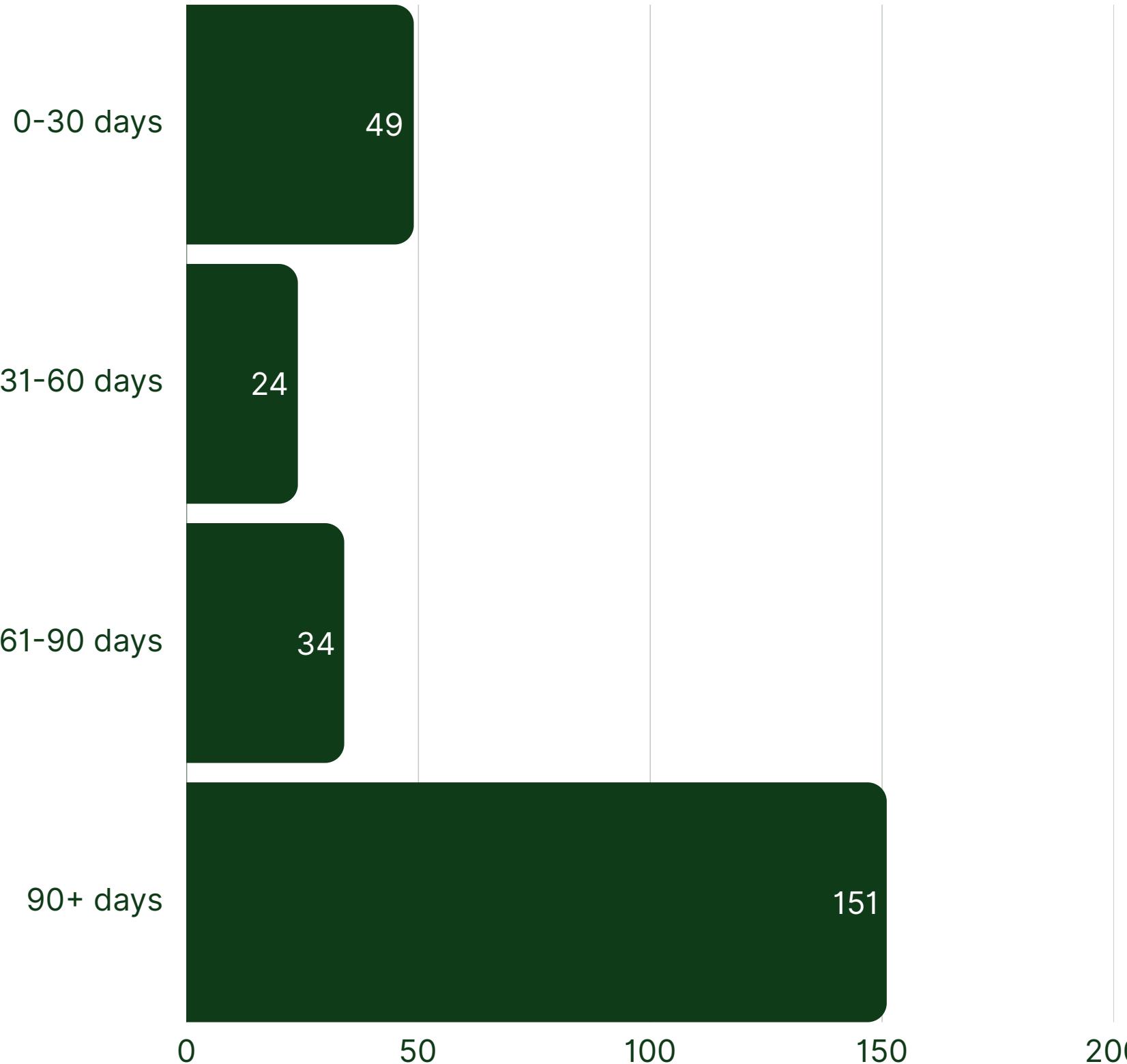
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03 Insight:  
High churn after trial → Need better engagement & retention strategies.

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04 Possible Solutions:  
Personalized offers, trial extensions, better onboarding.

# Upgrade & Downgrade Trends



- Most upgrades happen within 60–90 days.
- 214 customers downgraded from Pro Monthly to Basic Monthly in 2020.
- Insight: Downgrades suggest **price sensitivity or lack of perceived value** in premium plans.
- Possible Solutions: Targeted retention offers, affordable pricing, added benefits.

# Revenue Optimization & Business Recommendations

Pro Monthly is the top revenue driver (32.7% retention).

While Pro Annual conversion rate is low (15.6%).



## Opportunities for improvement:

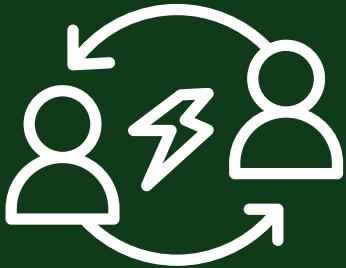
1. Reduce trial churn with better offers.
2. Increase Pro Annual upgrades with discounts & exclusive content.
3. Prevent downgrades through personalized retention strategies.



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# Conclusion & Final Thoughts

Foodie-Fi can improve **customer retention & revenue** by focusing on:



Trial user engagement & churn reduction.



Encouraging long-term plan adoption.



Addressing downgrade trends & pricing concerns.

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# Next Steps:

Use data-driven insights to optimize pricing, personalize offers, and strengthen customer experience.



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# Thanks for listening!

Do you have any questions?

— Group 2