SQL Case Study:

Foodie-Fi - Questions

- 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 the nearest whole number?
- 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 downgraded from a pro monthly to a basic monthly plan in 2020?