**SQL Portfolio**

**CaseStudy Foodie-Fi**

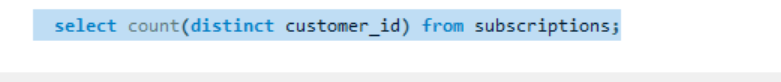
**Github:** <https://github.com/adeeba234/SQL_Foodie-Fi_>

**Medium:** <https://medium.com/@adeebaamjad7/sql-case-study-foodie-fi-2aa86044c105>

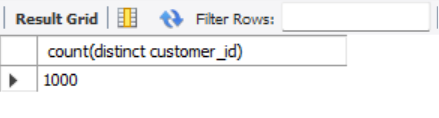
# **Data Analysis Questions:**

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

select count(distinct customer\_id) from subscriptions;



**Result:**



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.**

select month(start\_date)as months, count(customer\_id)as num\_customers

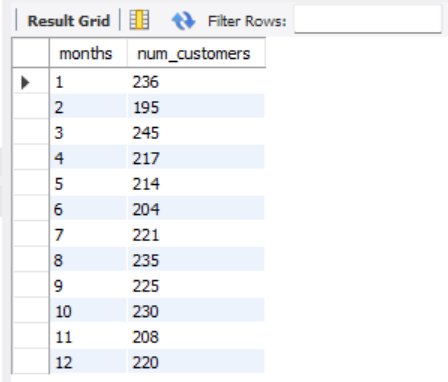
from subscriptions

group by months

order by months;

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**Result:**

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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.**

select p.plan\_name, p.plan\_id, count(\*) as total\_count

from plans p

join subscriptions s

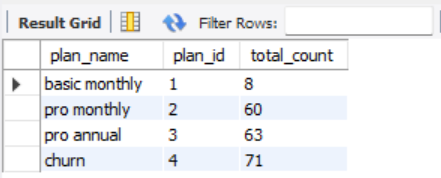
on s.plan\_id=p.plan\_id

where s.start\_date >= "2021-01-01"

group by p.plan\_id, p.plan\_name

order by p.plan\_id;

**Result:**

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

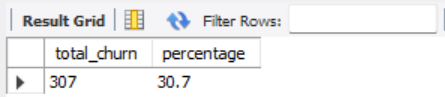
select count(\*) as total\_churn,

round(count(\*)\* 100/ (select count(distinct customer\_id) from subscriptions),1) as percentage

from subscriptions

where plan\_id=4;

**Result:**



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

select plan\_id,count(customer\_id)

as count\_customer,Round(count(customer\_id)/(select count(customer\_id)

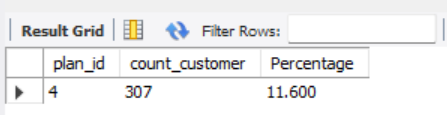
from subscriptions),3)\*100 as Percentage

from subscriptions

where plan\_id=4 and customer\_id

in(select customer\_id from subscriptions where plan\_id=0);

**Result:**



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

with next\_plane\_cte as (

select \*, lead(plan\_id,1) over(partition by customer\_id order by plan\_id) as next\_plane

from subscriptions)

select next\_plane,

count(\*) as num\_cust,

round(count(\*)\* 100/ (select count(distinct customer\_id) from subscriptions),0) as perc\_next\_plane

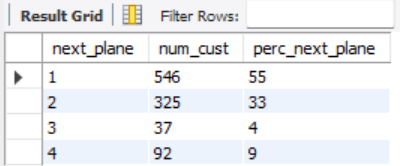
from next\_plane\_cte

where next\_plane is not null and plan\_id

group by next\_plane

order by next\_plane;

**Result:**

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

select plan\_name,

COUNT(distinct customer\_id) as customer\_count,

ROUND (COUNT(distinct customer\_id) / (select Count(distinct customer\_id) from subscriptions)\*100, 1) as percentage

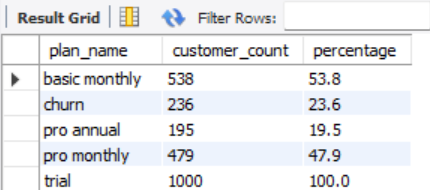
from subscriptions

join plans on subscriptions.plan\_id = plans.plan\_id

where start\_date <= '2020-12-31'

group by plan\_name;

**Result:**

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

select plan\_name,count(customer\_id)

as count from subscriptions

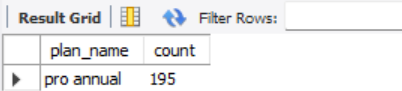
as sp join plans as p

on sp.plan\_id=p.plan\_id

where plan\_name='pro annual'

AND year(start\_date)='2020';

**Result:**



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

select

round(avg(DATEDIFF(s2.start\_date, s1.start\_date)),0) as Avg\_days\_to\_annual\_plan

from subscriptions s1

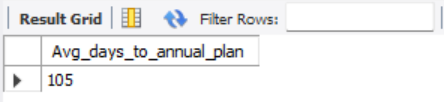
join subscriptions s2 on s1.customer\_id=s2.customer\_id

where s1.plan\_id =0

and s2.plan\_id = 3

and s2.start\_date > s1.start\_date;

**Result:**



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

select

case

when Avg\_days\_to\_annual\_plan between 0 and 30 then '0-30 days'

when Avg\_days\_to\_annual\_plan between 31 and 60 then '31-60 days'

when Avg\_days\_to\_annual\_plan between 61 and 90 then '61-90 days'

else 'More than 90 days'

end as period,

COUNT(\*) as customers\_count

from (

select

DATEDIFF(s2.start\_date, s1.start\_date) as Avg\_days\_to\_annual\_plan

from subscriptions s1

join subscriptions s2 on s1.customer\_id=s2.customer\_id

where s1.plan\_id = 0

and s2.plan\_id = 3

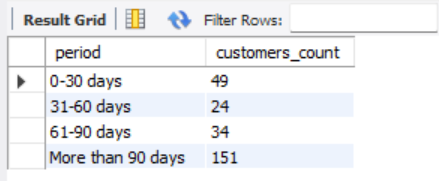
and s2.start\_date > s1.start\_date

) as sub

group by period

order by period;

**Result:**

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

with next\_plan as (

select \*, lead(plan\_id,1) over(partition by customer\_id

order by start\_date, plan\_id) as plan

from subscriptions

)

select count(distinct customer\_id) as downgrade

from next\_plan np

left join plans p on p.plan\_id = np.plan\_id

where p.plan\_name = "pro monthly" and np.plan = 1 and start\_date < "2020-12-31";

**Result:**

