Stodge Inc Findings

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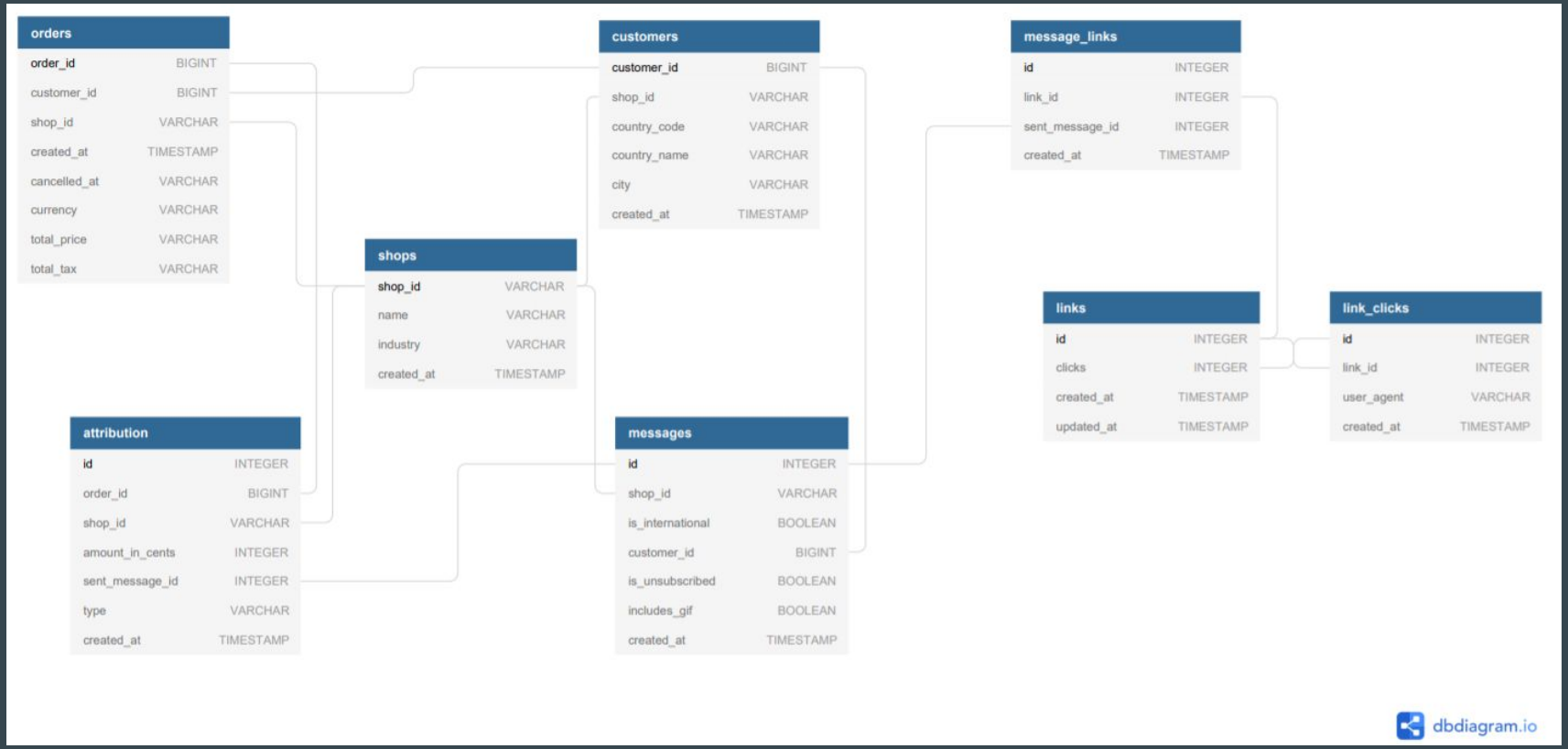
Overview

I thought I would start first by mapping all of the entities in an Entity Relationship Diagram which is on the next slide to then perform Saas Metrics Calculations

Assumptions:

1. I originally thought that the ‘customers’ and ‘messages’ tables would be linked by ‘customer_id’, but started querying the data to find they aren’t related.
2. I was originally going to add a currency table to do revenue analysis, but figured it would take longer than the time allotted. So any revenue analysis is in USD currency

Entity Relationship Diagram



Message Customer Churn from Unsubscribers

Understanding the Customer Message Churn over months instead of the overall value of 1.658% would be a longer term analysis as well as by Shop ID to investigate as well as the Revenue Churn;

To find the overall value I used this to Query the data:

```
select count(distinct customer_id) /
        (select count(distinct customer_id) from messages)::float
        * 100 as Percent_Unsubs
        from messages
        where is_unsubscribed = 't';
 percent_unsubs
--------------------
 1.6581632653061225
(1 row)
```

Shop Customer Churn from Cancelled Orders

Understanding the Shop Customer Churn over months instead of the overall value of .97629% would be a longer term analysis to investigate as well as the Revenue Churn;

To find the overall value I used this to Query the data:

```
SELECT COUNT(DISTINCT shop_id)/
        (SELECT COUNT(DISTINCT(shop_id)
        FROM orders)::float * 100 as
        Percent_cancelled_shops
        FROM orders
        WHERE cancelled_at != '';
 percent_cancelled_shops
-------------------------
0.9762900976290098
        (1 row)
```

Customer Lifetime Value

Understanding the Customer's Lifetime Value is very important; I first found the top 10 Shop's with a total_price summation from the USD currency only and tried to understand whether those customers had cancelled their service (none had which is a good sign!); The next step would be to see how long the Shop has been with the Postscript, and cost of acquisition/maintenance of each Shop

To find the Top 10 Shop's with USD as their currency, I used this to Query the data:

```
SELECT DISTINCT(shop_id), SUM(CAST(total_price AS DECIMAL(10,2))), cancelled_at
        FROM orders
        WHERE currency = 'USD'
        GROUP BY shop_id, cancelled_at
        ORDER BY SUM(CAST(total_price AS DECIMAL(10,2))) desc limit 10;
```

shop_id	sum	cancelled_at
69e848fb07d7a45ace941ca68e32beee	3720.93	
cb7181a52546dd66f581baa1e01d3fc9	3277.65	
d85a5662ea1c3501500facac45ce81a8	3198.00	
82f817f045ab9ed53a8744ea4a9fd15d	2943.31	
a688d7da7c03538e9b2105bb994f1630	2894.02	
33f46bac23778a3ce96cc4dfb8443695	2788.75	
259f80eed18b2b5d5adfdde9fc1b3e03	1938.46	
5795eee44d0740963362c4953de7a86c	1936.31	
9c63b74d5fe4fdbfa7eaf7609a045549	1856.01	
1a79446bc44cedebbbc7d4e8f1864d12	1506.76	

Length of Project:

It took me 7 hours to complete this assignment;

***Disclaimer: part of that time was setting up Docker*

Thank you for your consideration!

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