Business Problem: Flagging upsell opportunities for the sales team.

The product team is launching a new product offering that can be added on top of a current subscription for an increase in the customer’s annual fee. The sales team has decided that they first want to reach out to a select group of customers to offer the new product and get feedback before offering it to the entire customer base.

They’ve decided it would be best to reach out to customers who meet one of the following 2 conditions:

1. Have at least 5000 registered users under them
   1. Companies with large amounts of users are a significant upsell opportunity, because they can lead to more potential revenue (More users = More $)

OR

1. Only have one product subscription
   1. Based on conversations the sales team has had with customers, the companies that already have subscriptions for two products are not going to be willing to spend more and add onto their current subscriptions.

You decide to help the sales team by providing them a report with all current customers and the number of product subscriptions and registered users they currently have. To make it extra easy for the sales team to identify customers that are upsell opportunity, you also include a binary column that flags the customers that meet one of these requirements.

A diagram of a data model

Description automatically generated

A screenshot of a computer screen

Description automatically generated

Code:

SELECT

    CustomerID,

    COUNT(PRODUCTID) AS Num\_Products,

    SUM(numberofusers) AS Total\_Users,

    CASE

        WHEN SUM(numberofusers) >= 5000 OR COUNT(PRODUCTID) = 1 THEN 1

        ELSE 0

    END AS Upsell\_Opportunity

FROM subscriptions

Group by CustomerID

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