

## **SQL PROJECT: Calculating-Free-to-Paid-Conversion-Rate**

Questions:

1. What is the approximate free-to-paid conversion rate of students who have watched a lecture on the 365 platform?
2. What is the approximate average duration between the registration date and when a student has watched a lecture for the first time (date of first-time engagement)?
3. What is the approximate average duration between the date of first-time engagement and when a student purchases a subscription for the first time (date of first-time purchase)?
4. How can we interpret these results, and what are their implications?