SQL REPORT

Total Members

SELECT
   COUNT(user_id) AS [Total Members]
FROM data_survey;

Total Members
1713

Total Paid Members and Percentage of Paid Members

SELECT
   COUNT(user_paid) AS [Total Paid Members],
   CAST(COUNT(user_paid) * 100.0 / (SELECT COUNT(user_id) FROM data_survey) AS
DECIMAL(4, 0)) AS [Paid Member Percentage]
FROM data_survey
WHERE user_paid = 'Paid';

Total Paid Members	Paid Member Percentage
1519	89

Total Survey Completions and Survey Completion Percentage

SELECT
   COUNT(CASE WHEN onboarded = 'Onboarded' THEN 'Surveyed' END) AS [Total Surveys
Completed],
   CAST(COUNT(CASE WHEN onboarded = 'Onboarded' THEN 'Surveyed' END) * 100.0 /
COUNT(user_id) AS DECIMAL(10, 0)) AS [Survey Completion Percentage]
FROM data_survey;

Total Surveys Completed	Survey Completion Percentage
1288	75

Monthly Registration Trend

SELECT
   DATENAME(MONTH, user_registered) AS [Month],
   COUNT(user_registered) AS [Total Registrations]
FROM data_survey
GROUP BY DATENAME(MONTH, user_registered), MONTH(user_registered)
ORDER BY MONTH(user_registered);

Month	Total Registrations
January	465
February	207
March	317
April	190
May	335
June	199

Monthly Survey Completion Trend

```sql
SELECT
    DATENAME(MONTH, completed_date) AS [Month],
    COUNT(completed_date) AS [Total Surveys Completed]
FROM data_survey
WHERE completed_date IS NOT NULL
GROUP BY DATENAME(MONTH, completed_date), MONTH(completed_date)
ORDER BY MONTH(completed_date);
```

Month	Total Surveys Completed
January	340
February	171
March	230
April	162
May	226
June	159

Top 5 Countries by Member Count

```sql
SELECT TOP 5
    onboarding_country AS [Country],
    COUNT(onboarding_country) AS [Total Members]
FROM data_survey
GROUP BY onboarding_country
ORDER BY [Total Members] DESC;
```

Country	Total Members
United States of America	332
India	288
United Kingdom	71
Canada	45
Egypt	42

Distribution of Subscription Types

```sql
SELECT
    subscription_type AS [Subscription Type],
    COUNT(subscription_type) AS [Total],
    CAST(COUNT(subscription_type) * 100.0 / (SELECT COUNT(subscription_type) FROM
data_survey) AS DECIMAL(4, 0)) AS [Percentage]
FROM data_survey
WHERE subscription_type IS NOT NULL
GROUP BY subscription_type
ORDER BY Total DESC;
```

Subscription Type	Total	Percentage
Annual	1032	68
Monthly	437	29
Quarterly	42	3
Lifetime	2	0

Top 5 Sources Members Heard About the Platform From

```sql
SELECT TOP 5
    onboarding_heard_from_label AS [Source],
    COUNT(onboarding_heard_from_label) AS [Total]
FROM data_survey
GROUP BY onboarding_heard_from_label
ORDER BY Total DESC;
```

Source	Total
Youtube	500
Multiple_Sources	454
Google	238
Friend	135
Linkedin	120

Members by Primary Interest Topics

```sql
SELECT
    onboarding_learn_label AS [Primary Interest Topic],
    COUNT(onboarding_learn_label) AS [Total]
FROM data_survey
WHERE onboarding_learn_label IS NOT NULL
GROUP BY onboarding_learn_label
ORDER BY Total DESC;
```

Primary Interest Topic	Total
Introduction to the world of data and data science	460
Data analysis and data visualization	287
Programming skills (Python, R, SQL)	214
Machine and deep learning	192
Business analysis	101
Specialized advanced topics	37

Members by Learning Goal

```sql
SELECT
    onboarding_goals_label AS [Learning Goal],
    COUNT(onboarding_goals_label) AS [Total]
FROM data_survey
WHERE onboarding_goals_label IS NOT NULL
GROUP BY onboarding_goals_label
ORDER BY Total DESC;
```

Learning Goal	Total
I want to become a data scientist.	287
I want to transition into data science from an u...	214
I want to join an industry-leading company.	192
I want to improve my data skills.	106
I want to earn a higher salary.	101
Other	37