

DATA ANALYSIS OF FOODIE-FI

1. How many customers have Foodie-Fi ever had?

>> Foodie-Fi has 8 Unique Customers.

2. 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?

>>The monthly Distribution of trial plans is the same in all months. Also have no data in January, February, April, and October which has 0.

3. What plan start_date values occur after the year 2020 for our dataset? Show the breakdown by the count of events for each plan_name.

>>The count of events after the year 2020 was found to be 1 for plan "pro monthly", there were no other plans found.

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

>>There are 2 Customers who churned, which is 25% of the Foodie-Fi Customer base.

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

>>1 Customer Churned straight after the initial free trial which is 12.50% of the entire customer base.

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

>>More than 80% of customers are on paid plans with a medium percentage of 12.50% in plan 3 (pro annual \$199).

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

>> NO ANSWER

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

>>3 Customers upgraded to a pro annual plan in 2020.

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

>>On average, it takes 73 days for a customer to upgrade to an annual plan from the day they join Foodie-Fi.

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

>>No Customer has downgraded to a basic monthly plan from a pro monthly plan since 2020.