

-- Customer Usage Trend Analysis  
-- Analyze product usage over time to identify declining or growing accounts

```
SELECT
  customer_id,
  customer_name,
  MONTH(usage_date) AS month,
  YEAR(usage_date) AS year,
  COUNT(DISTINCT session_id) AS total_sessions,
  SUM(feature_interactions) AS total_feature_clicks,
  AVG(session_duration_minutes) AS avg_session_duration
FROM
  customer_usage_logs
WHERE
  usage_date >= DATE_SUB(CURDATE(), INTERVAL 6 MONTH)
GROUP BY
  customer_id, customer_name, YEAR(usage_date), MONTH(usage_date)
ORDER BY
  customer_id, year, month;
```