

**Answer these questions and send us the SQL queries you create:**

The database contains customer, subscription, and invoice data for 2018 for a fake software product. Customers can subscribe to either a "team" or "personal" monthly plan, and pay for an invoice each month.

- How much money are we earning — what was our revenue for each month in 2018, for team vs personal plans?
- How many customers are we losing — what was our customer churn rate for each month in 2018, for team vs. personal plans?

$$\text{Churn Rate} = \frac{\text{Accounts Cancelled in Month}}{\text{Accounts at Start of Month}}$$

- Let's say we want to run ads for our product — what is our lifetime value (LTV) for team vs. personal plans?

$$\text{Lifetime Value} = \frac{\text{Average Monthly Revenue per Account}}{\text{Monthly Churn Rate}}$$