This report aims to provide insights into the sales performance of a company over a given period. It is based on data from the Sales History database and uses SQL queries to answer three specific business questions related to customer retention, product revenue, and monthly conversion rates.

**Business Questions:**

*What is the customer retention rate for each cohort year and purchase year, and how does it change over time?*

*What are the top 10 products in terms of average revenue per paying user (ARPPU)?*

*What is the monthly conversion rate of customers for the sales history database, and how many unique customers have made a purchase before the current month?*

**Methodology:**

We used SQL queries to extract and analyze data from the Sales History database. For the first business question, we calculated customer retention rates by year and purchase year using cohort analysis. For the second business question, we identified the top 10 products in terms of ARPPU. For the third business question, we calculated monthly conversion rates and the number of unique customers who made a purchase before the current month.

**Conclusion:**

By focusing on these KPIs, we can gain insights into customer retention, product performance, and sales trends over time. This information can be used to develop effective marketing and retention strategies, optimize product development, and inform pricing decisions.