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1. Codeflix Overview

Codeflix Overview

❖ How many months has the company been operating?
                    * Four months.
❖ Which months do you have enough information to calculate a
    churn rate?
                    * January 2017 | February 2017 | March 2017
❖ What segments of users exist?
                    * Segment 30 | Segment 87

2. Codeflix Churn Rates

Codeflix Churn Rates

❖ What is the overall churn trend since the company started?

Codeflix Churn Trend				
Month	Segment 87 Churn Rate	Segment 87 %	Segment 30 Churn Rate	Segment 30 %
2017-01-01	0.330935251798561	33%	0.316151202749141	32%
2017-02-01	0.402597402597403	40%	0.359073359073359	36%
2017-03-01	0.644067796610169	64%	0.477653631284916	48%

3. Codeflix Churn Rate Comparison

Codeflix Churn Rate Comparison

❖ Compare the churn rates between user segments. Which segment of users should the company focus on expanding?

*Codeflix should focus on expanding Segment 30. This segment has the lowest Churn Rate/Trend and it typically costs less retain users than recruit new users.