What factors have more of an effect on user churn?

* Most users don’t churn
* To get percentage of a total = SUM(Your Measure)/TOTAL(SUM(Your Measure))

Notes from Andrew

* Normalize data from my three stacked bar graphs. Gray graph looks too small compared to the others

Notes from Sean

* To stop getting the “Unable to allocate array with shape (14943464, 4977) and data type float64” (or something like that) error, try to combine some rows together so there aren’t too many duplicate values