

6 weeks churn count		weeks_since_subscription								Grand Total
subscription_week	Base_sub_count	0	1	2	3	4	5	6		
2020-10-26	2365	0		181	56	34	19	13	7	310
2020-11-02	19382	0	1125	810	402	229	229	195	109	3099
2020-11-09	16248	0	920	793	263	198	198	85	51	2508
2020-11-16	18323	0	1058	748	351	247	171	68	25	2668
2020-11-23	20361	0	1101	787	374	224	92	27	42	2647
2020-11-30	22340	0	1170	949	357	125	50	59	55	2765
2020-12-07	29050	0	1359	856	204	81	126	72	59	2757
2020-12-14	25211	0	1089	603	82	122	88	62	71	2117
2020-12-21	17843	0	545	324	121	94	69	53		1206
2020-12-28	17097	0	532	376	159	106	85			1258
2021-01-04	23425	0	929	672	252	181				2034
2021-01-11	21777	0	846	711	257					1814
2021-01-18	21021	0	955	836						1791
2021-01-25	19919	0	1079							1079
Grand Total		0	12708	8646	2878	1641	1127	634	419	28053

6 weeks churn rate	weeks_since_subscription									Grand Total
subscription_week	0	1	2	3	4	5	6			
2020-10-26	0	7.65	2.37	1.44	0.80	0.55	0.30		13.11	
2020-11-02	0	5.80	4.18	2.07	1.18	1.18	1.01	0.56	15.99	
2020-11-09	0	5.66	4.88	1.62	1.22	1.22	0.52	0.31	15.44	
2020-11-16	0	5.77	4.08	1.92	1.35	0.93	0.37	0.14	14.56	
2020-11-23	0	5.41	3.87	1.84	1.10	0.45	0.13	0.21	13.00	
2020-11-30	0	5.24	4.25	1.60	0.56	0.22	0.26	0.25	12.38	
2020-12-07	0	4.67	2.95	0.70	0.28	0.43	0.25	0.20	9.49	
2020-12-14	0	4.32	2.39	0.33	0.48	0.35	0.25	0.28	8.40	
2020-12-21	0	3.05	1.82	0.68	0.53	0.39	0.30		6.75	
2020-12-28	0	3.11	2.20	0.93	0.62	0.50			7.36	
2021-01-04	0	3.97	2.97	1.08	0.77				8.69	
2021-01-11	0	3.88	3.26	1.18					8.33	
2021-01-18	0	4.54	3.98						8.52	
2021-01-25	0	5.41							5.41	

