CHURN RATES FOR CODEFLIX

Analyze Data With SQL

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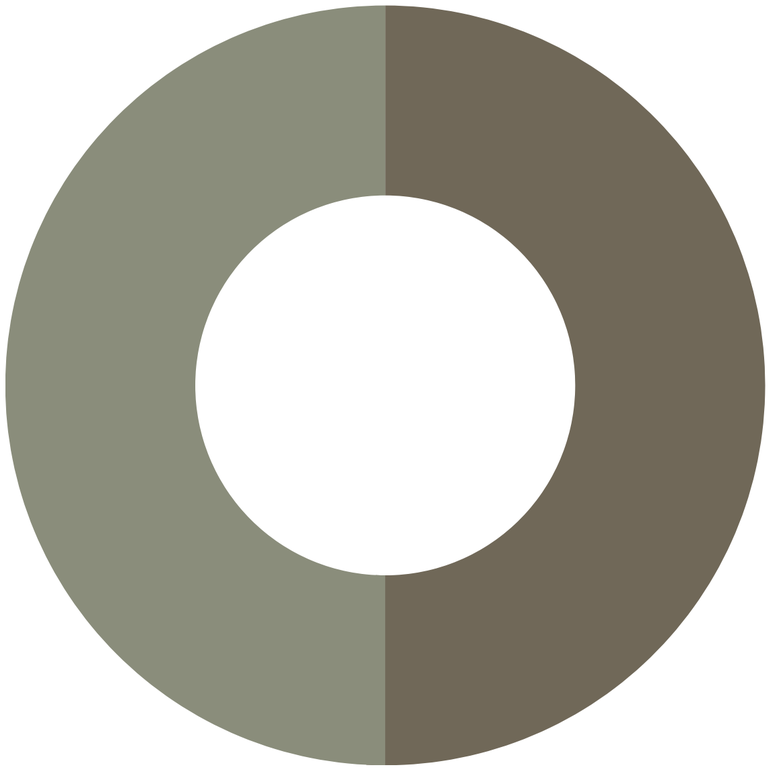
DATABASE



SUBSCRIPTIONS	
id	INTEGER
subscription_start	TEXT
subscription_end	TEXT
segment	INTEGER

The first step is to look at the subscriptions previews and to determine the number of distinct segments it contains

MONTHS TABLE

- We determined the range of months, provided: the data covers a time period from December 2016 till March 2017.
- Next, we created a temporary table 'months' that included the first and the last day of the months we'll be analysing.

start	end
2016-12-01	2017-03-30

first_day	last_day
2017-01-01	2017-01-31
2017-02-01	2017-02-28
2017-03-01	2017-03-30

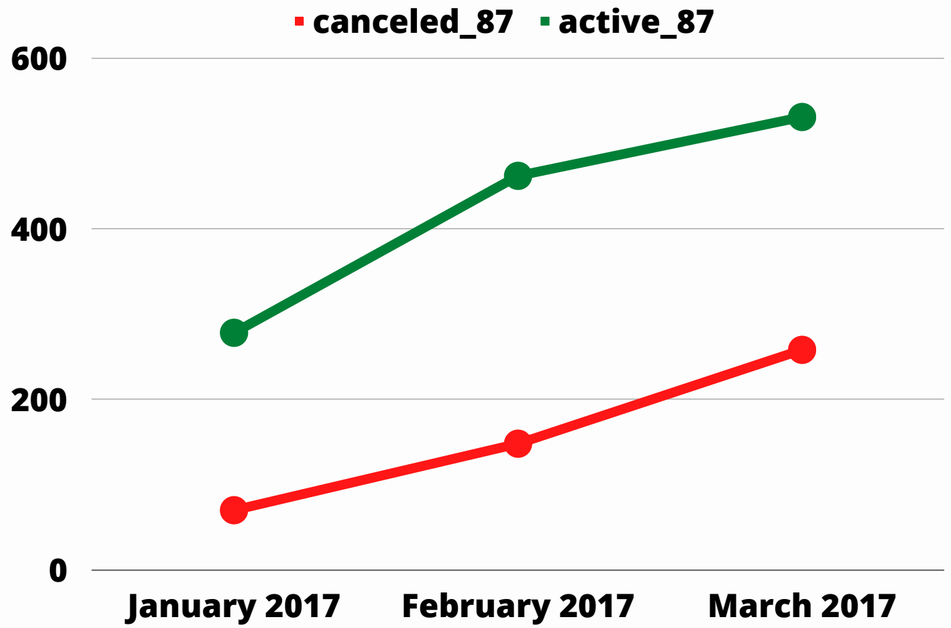
STATUS TABLE

- Next, we created a temporary table cross_join, joining months and subscriptions;

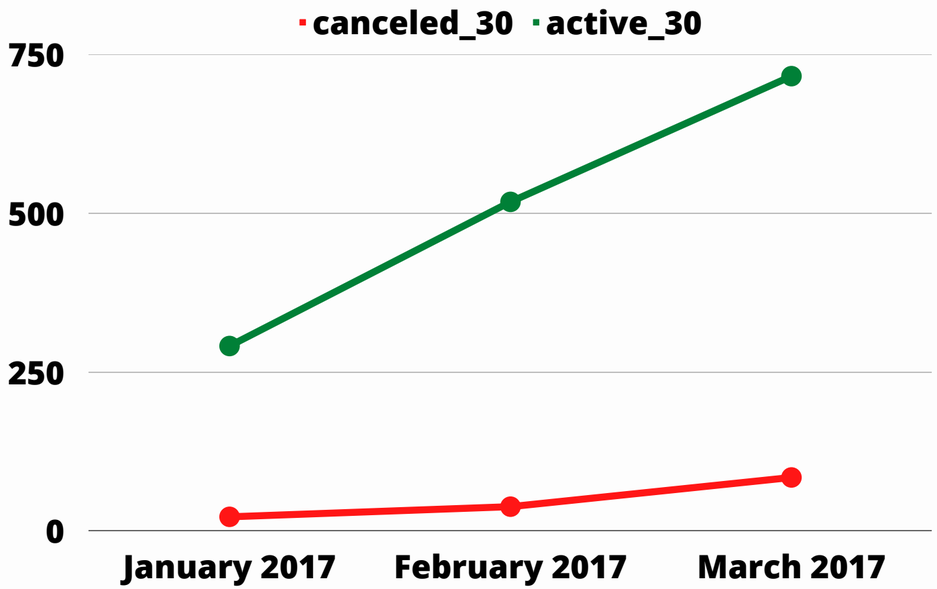
- Then, we created a temporary table status, that contains columns is_active_87 and is_active_30 which show 1 if the user's subscription was active for a selected month and 0 otherwise; and columns is_cancelled_87 and is_cancelled_30 which shows 1 if the user cancelled their subscription during the selected month and 0 otherwise.

id	month	is_active_87	is_active_30	is_canceled_87	is_canceled_30
1	2017-01-01	1	0	0	0
1	2017-02-01	0	0	1	0
1	2017-03-01	0	0	0	0
2	2017-01-01	1	0	1	0
2	2017-02-01	0	0	0	0

SUBSCRUPTION STATUS BY MONTH

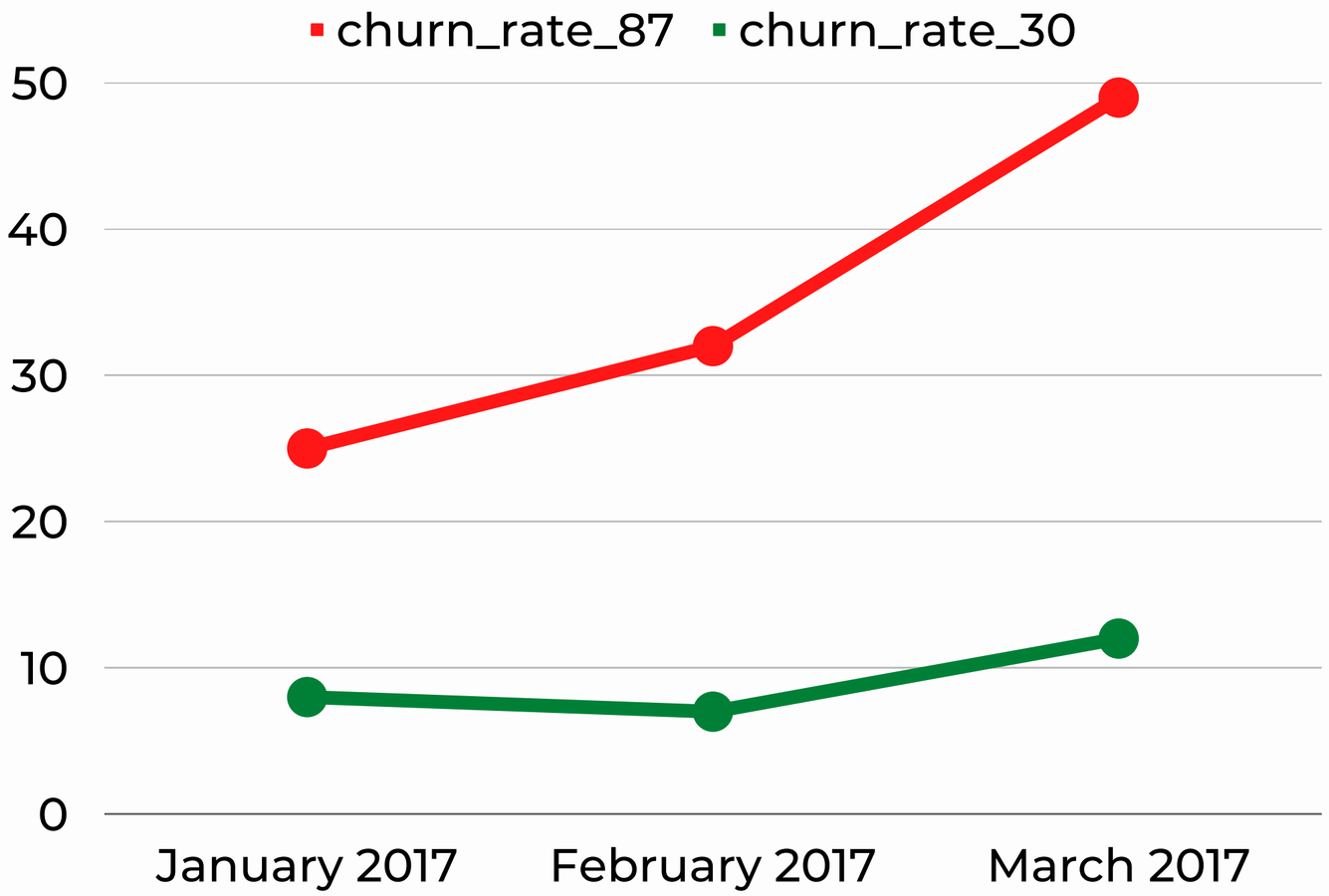


As it can be seen from the graphs, the drop rate in subscriptions in segment 30 is much lower than in segment 87.



Then, we created a temporary table status_aggregate, that calculated the sum of active and cancelled subscriptions for every month in each segment;

CHURN RATES



- The churn rate of segment 30 turned out to be way lower that of segment 87.
- The highest churn_rate_30 in the examined three months period is equal to 12%, while the highest churn_rate_87 is equal to 49% - which means in March 2017 almost half of subscribers of segment 87 cancelled their subscription.

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THANK YOU FOR YOUR ATTENTION!