Learn SQL From Scratch - Codecademy

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1. GET FAMILIAR WITH CODEFLIX

- How many months has the company been operating? Which months do you have enough information to calculate a churn rate?

START	END
2016-12-01	2017-03-31

What segments of users exist?

Segment 87	Segment 30

What is the overall churn trend since the company started?

month	churn_rate
2017-01-01	0.161687170474517
2017-02-01	0.189795918367347
2017-03-01	0.274258219727346

Compare the churn rates between user segments.

month	churn_rate_87	churn_rate_30
2017-01-01	0.330935251798561	0.316151202749141
2017-02-01	0.402597402597403	0.359073359073359
2017-03-01	0.644067796610169	0.477653631284916

Which segment of users should the company focus on expanding?

churn_rate_87