



Codeflix

Data Analysis: Churn Rate

1. Who is Codeflix

1.1 Who is Codeflix

Codeflix is a streaming video start-up whose revenue source is membership subscription.

1.2 How Long in Business

Codeflix started it's business on December 01, 2016 and has ran four months since then.

start1	start2
2016-12-01	2017-03-30

```
SELECT MIN (subscription_start) AS start1,  
MAX (subscription_start) AS start2  
FROM subscriptions;
```

1.2 Segment of Users

Codeflix has two segments of users: 30 and 87.

id	subscription_ start	subscription_ end	segment
2000	2017-03-30	0	30
1994	2017-03-30	0	87

```
SELECT * FROM subscriptions  
GROUP BY segment;
```

2. Churn Rate

2.1 Overall Churn Rate

Overall churn rate is calculated in below table:

- Different segment is no considered in this calculation.
- We can see churn rate increases rapidly from Jan to Mar. This means increasing number of users are not satisfied with Codeflix's service. Since Codeflix has two segments, we need to find out which segment has higher churn rate.

month	churn
2017-01-01	16.17%
2017-02-01	18.98%
2017-03-01	27.43%

2.1 Churn Rate By Segment

Churn rate by segment is shown in table below:

- Overall churn rate of segment 87 is much higher than segment 30. Churn rate of segment 30 is stable in Jan and Feb and increased by more than 4% in the month of Mar.
- Therefore, Codeflix should focus on expanding segment 30.

month	churn_87	churn_30
2017-01-01	25.18%	7.56%
2017-02-01	32.03%	7.34%
2017-03-01	48.59%	11.73%