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User Churn at Codeflix

Analyze Data with SQL

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1. What information do we have in our database?
2. What is the overall churn trend since Codeflix began?
3. Which segment of users should Codeflix focus on expanding?

1. Information in our database

1.1 Familiarizing ourselves with the data

- After looking at a sample of the data, we should determine what dates we have data for. We can do this by selecting the earliest start date and the last end date that we have data for.

earliest_start	latest_end
2016-12-01	2017-03-31

- It would also be useful to know how many segments we're working with and what they are. We'll use a simple GROUP BY statement to find this information, as well as COUNT so that we can find how much user data we're working with as well.

segment	count
30	1000
87	1000

2. Overall churn trend

2.1 Churn trends for both segments

- By looking at total active subscribers and cancellations each month, we're able to calculate the churn rate for each month, which we can also split by segments to understand how each segment is performing and if there are any trends.

- We can see that churn rates increased for both segments in March and also that the 87 segment has significantly higher churn rates than the 30 segment.

- Codeflix should focus on lowering the churn rate of segment 87 and possibly expanding segment 30 in order to help keep overall churn rates low.

month	churn_rate_87	churn_rate_30
2017-01	25.2%	7.6%
2017-02	32.0%	7.3%
2017-03	48.6%	11.7%