**Laura Campero**

**Project:** CODEFLIX CHURN RATE

**SQL CODE (Tasks 1-8)**

**WITH** months AS ( SELECT '2017-01-01' **AS** first\_day, '2017-01-31' AS last\_day

**UNION**

SELECT '2017-02-01' **AS** first\_day, '2017-02-28' AS last\_day

**UNION**

SELECT '2017-03-01' **AS** first\_day, '2017-03-31' AS last\_day),

**cross\_join AS** ( SELECT \* FROM subscriptions CROSS JOIN months),

**Status** AS (SELECT id ,first\_day AS month,

**CASE**

WHEN (subscription\_start < first\_day) AND (segment = 87) AND (subscription\_end > first\_day )OR subscription\_end IS NULL THEN 1 ELSE 0 END **AS is\_active\_87**,

**CASE**

WHEN subscription\_start < first\_day AND segment = 30 AND subscription\_end > first\_day OR subscription\_end IS NULL THEN 1 ELSE 0 END **AS** **is\_active\_30** ,

**CASE**

WHEN subscription\_end BETWEEN first\_day AND last\_day AND segment = 87 THEN 1 ELSE 0 END **AS** **is\_caceled\_87**,

**CASE**

WHEN subscription\_end BETWEEN first\_day AND last\_day AND segment = 30 THEN 1 ELSE 0 END **AS is\_caceled\_30** FROM cross\_join),

**status\_aggregate** **AS**

(SELECT month,SUM (is\_active\_87) AS sum\_active\_87, SUM(is\_active\_30) AS sum\_active\_30, SUM(is\_canceled\_87) AS sum\_canceled\_87, SUM (is\_canceled\_30)AS sum\_canceled\_30 FROM Status GROUP BY month )

SELECT month, 1.0 \* sum\_canceled\_87/ sum\_active\_87 AS **churn\_rate\_87**, 1.0 \* sum\_canceled\_30/ sum\_active\_30 AS **churn\_rate\_30** FROM status\_aggregate GROUP BY month;