



Capstone Project

Calculating Churn Rates with Codeflix

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1. Get familiar with Codeflix

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How many months has the company been operating?

- 4 months, as the query shows that the company operated from December 2016 to March 2017

```
SELECT MIN(subscription_start) AS 'First Month',  
MAX(subscription_start) AS 'Last Month'  
FROM subscriptions;
```

Query Results

First Month	Last Month
2016-12-01	2017-03-30

1.1 Get familiar with Codeflix

Which months do you have enough information to calculate a churn rate?

- January 2017, February 2017, and March 2017. Churn rate is calculated by cancellations / total subscribers, and there are no subscriptions ending in December 2016.

```
SELECT MIN(subscription_end) AS 'First Month',  
MAX(subscription_end) AS 'Last Month'  
FROM subscriptions;
```

Query Results

First Month	Last Month
2016-01-01	2017-03-31

1.2 Get familiar with Codeflix

What segments of users exist?

- 87
- 30

Query Results

Segment
87
30

```
SELECT DISTINCT segment  
FROM subscriptions;
```

2. What is the overall churn trend since the company started?

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- The company's overall churn trend is increasing since the company started.

Query Results		
month	segment	churn_rate
2017-01-01	30	0.08
2017-02-01	30	0.07
2017-03-01	30	0.12
2017-01-01	87	0.25
2017-02-01	87	0.32
2017-03-01	87	0.49

**3. Compare the churn rates
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- User segment 87 has a higher churn rate than user segment 30

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4. Which segment of users should the company focus on expanding?

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- The company should focus on expanding user segment 30 as they are retaining the users at a significantly higher rate than user segment 87

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