codecademy

To Churn or not to Churn?

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Learn SQL From Scratch

Table of Contents

1. Meet Codeflix

2. Don’t you churn on me.. Subscriptions

3.1 (Your Churn..) Overall Churn Trend

3.2 Pretty Churn (lines and stuff)

4. Always look on the Churn side (of life).. Where to expand:

5. Bonus: Enjoyment of creative process

1. Meet Codeflix

Codeflix has been operational for 4 months. Codeflix requires a minimum subscription length of 31 days, so a user can never start and end their subscription in the same month. I see two different segments in the table. To really know for sure I used the second command. So there are only two segments: interesting..

id	subscription_start	subscription_end	segment
34	2016-12-02	2017-02-06	30
35	2016-12-03	2017-02-17	87

```
SELECT *
FROM subscriptions
LIMIT 100;

SELECT DISTINCT (segment)
FROM subscriptions;
```

2. Don’t you churn on me.. Subscriptions

The first time someone has subscribed to the company is 2016-12-01. The last time was 2017-03-30. I discovered this with the queries on the right.

So the months I can calculate churn for are January 2017, February 2017 and March 2017. Three months total since users can not churn in their first month (also confirmed by the 3rd query).

MIN(subscription_start)

2016-12-01

MAX(subscription_start)

2017-03-30

MIN(subscription_end)

2017-01-01

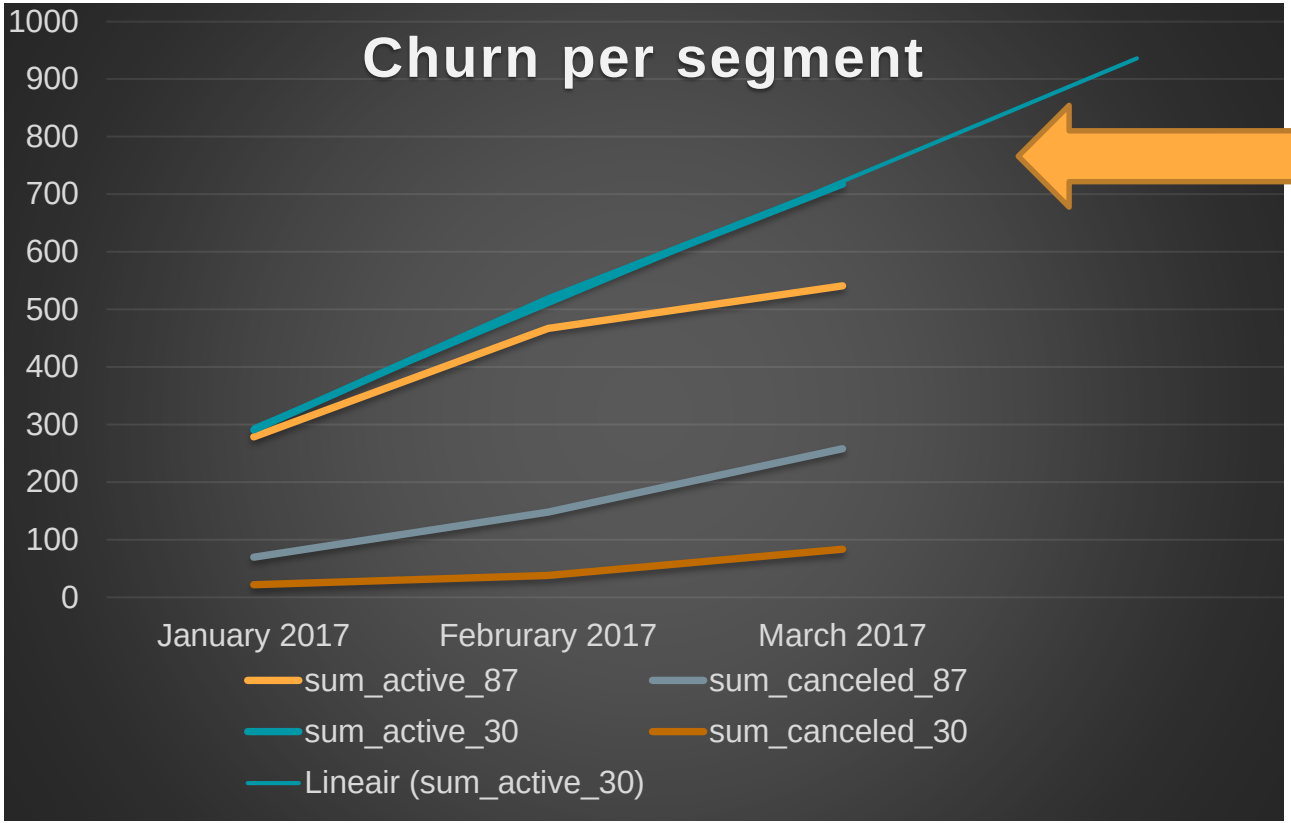
```
SELECT MIN(subscription_start)
 FROM subscriptions;

 SELECT MAX(subscription_start)
 FROM subscriptions;

 SELECT MIN(subscription_end)
 FROM subscriptions;
```

3.1 (Your Churn..) Overall Churn Trend

In here with a very complicated query that is enclosed in the .sql-file the users per segmentation that are active and that have churned (cancelled their subscription: hate to see you go..). In the next slide the data is visualized. I have chosen a line graph because it shows trends. In here we can see that the line for active users in segment 30 is growing, which is good. Also the number of churners is lower in this segment. The trend seems to be trending slowly upwards, which is also good. This means it is a healthy segment. When it comes to segment 87 it is a different story. The trend seems to be downward for active users, also the number of users cancelling is increasing. Not good.

month	sum_active_87	sum_canceled_87	sum_active_30	sum_canceled_30
2017-01-01	279	70	291	22
2017-02-01	467	148	518	38
2017-03-01	541	258	718	84

3.2 Pretty Churn (lines and trend)



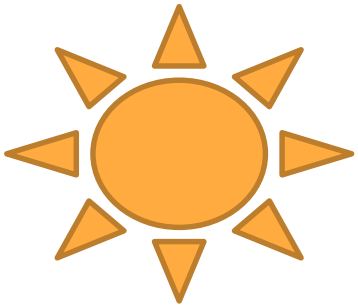
Trend is upwards

4. Always look on the Churn side (of life).. Where to expand:

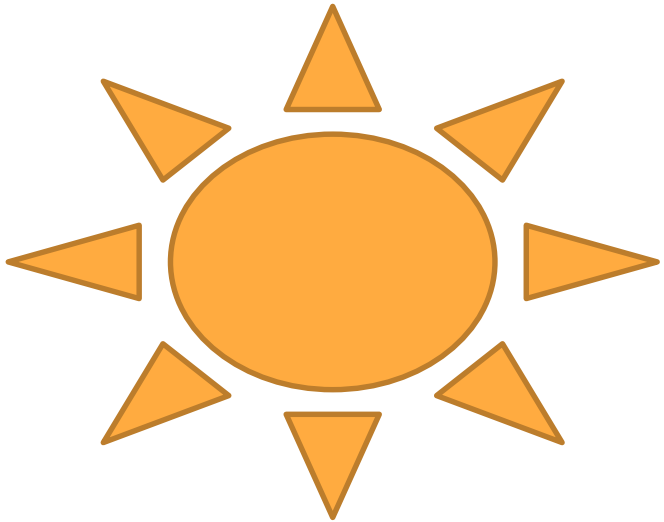
The churn rate in cohort 87 is off the charts. Before doing anything else, we have to find out what is causing this massive churn. If all else fails we should abandon it completely. I'd focus on expanding cohort 30 as the churn rate is relatively low and it seems a safe bet to acquire more customers from that cohort. We also should find out what is causing people who were acquired through that channel to stay longer and to quit less (e.g. do they discuss our content separately in their own forum?). Fixing 87 seems hopeless, we could experiment with using different channels to get new users.

month	churn_rate_cohort_87	churn_rate_cohort_30
2017-01-01	25,1%	7,6%
2017-02-01	31,7%	7,3%
2017-03-01	47,7%	11,7%

4. Bonus: Enjoyment of creative process



Actual factual presentation



Coming up with witty Churn puns and visuals

May the Churn not turn against you..