

DATA ANALYST PROJECT

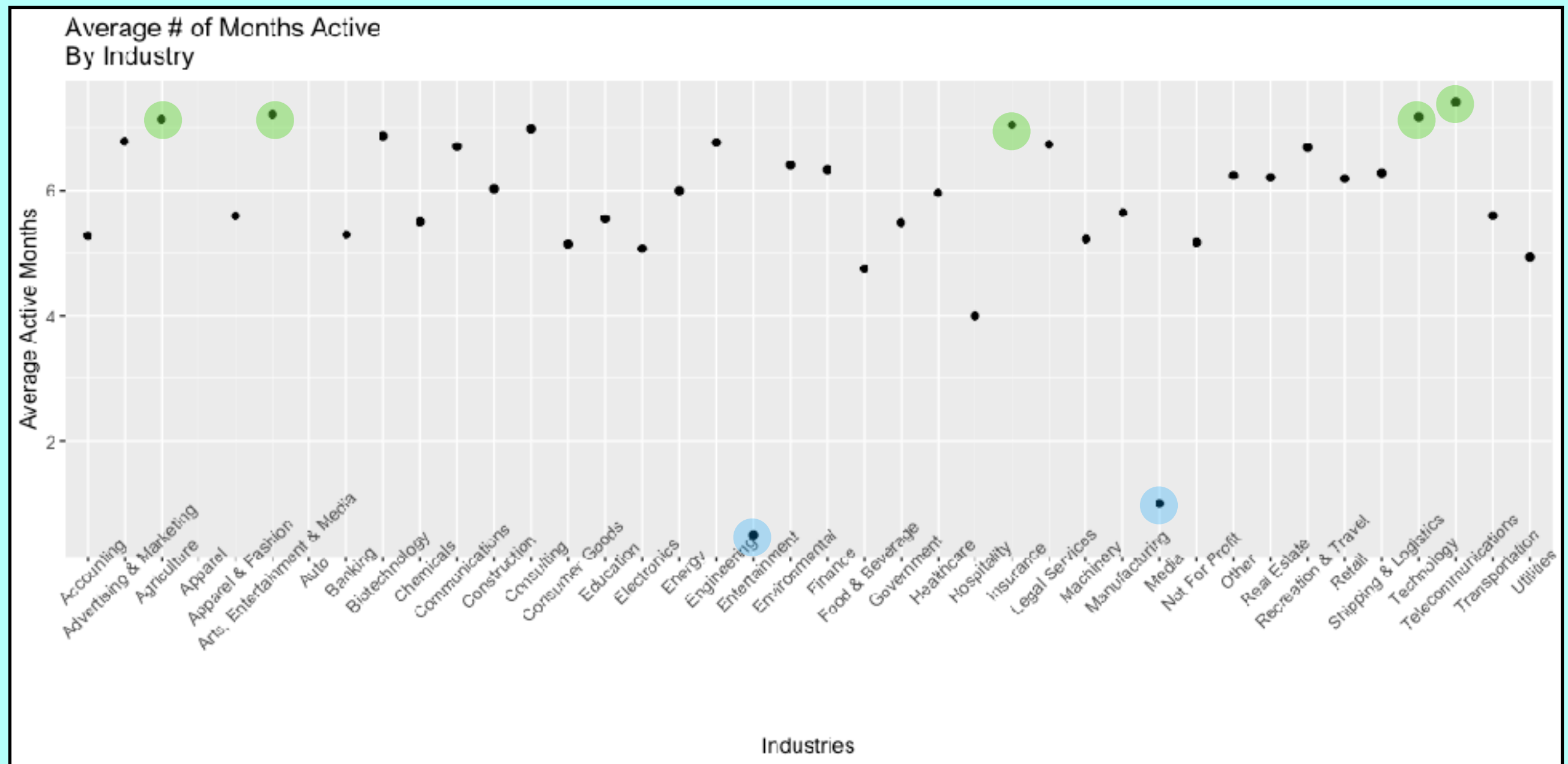
HEATHER COHEN

METHODOLOGY

- 1) LOAD DATA INTO PYTHON/PANDAS**
- 2) CHECK TO MAKE SURE CANCELLATION DATES COME AFTER SUBSCRIPTION DATES AND CLEAN WHERE NECESSARY**
- 3) CALCULATE NUMBER OF ACTIVE MONTHS PER MEMBER AND THEN BY INDUSTRY**
- 4) HARDCODE THE FIRST MONTH'S CUSTOMER AND REVENUE CHURN AND SEE IF OUTPUT IS SENSIBLE**
- 5) LOOP THROUGH EACH MONTH TO CREATE META DATAFRAME OF KEY STATS**
- 6) EXPORT AS CSV**
- 7) LOAD INTO R FOR DATA VISUALIZATION**
- 8) CHARTS!**

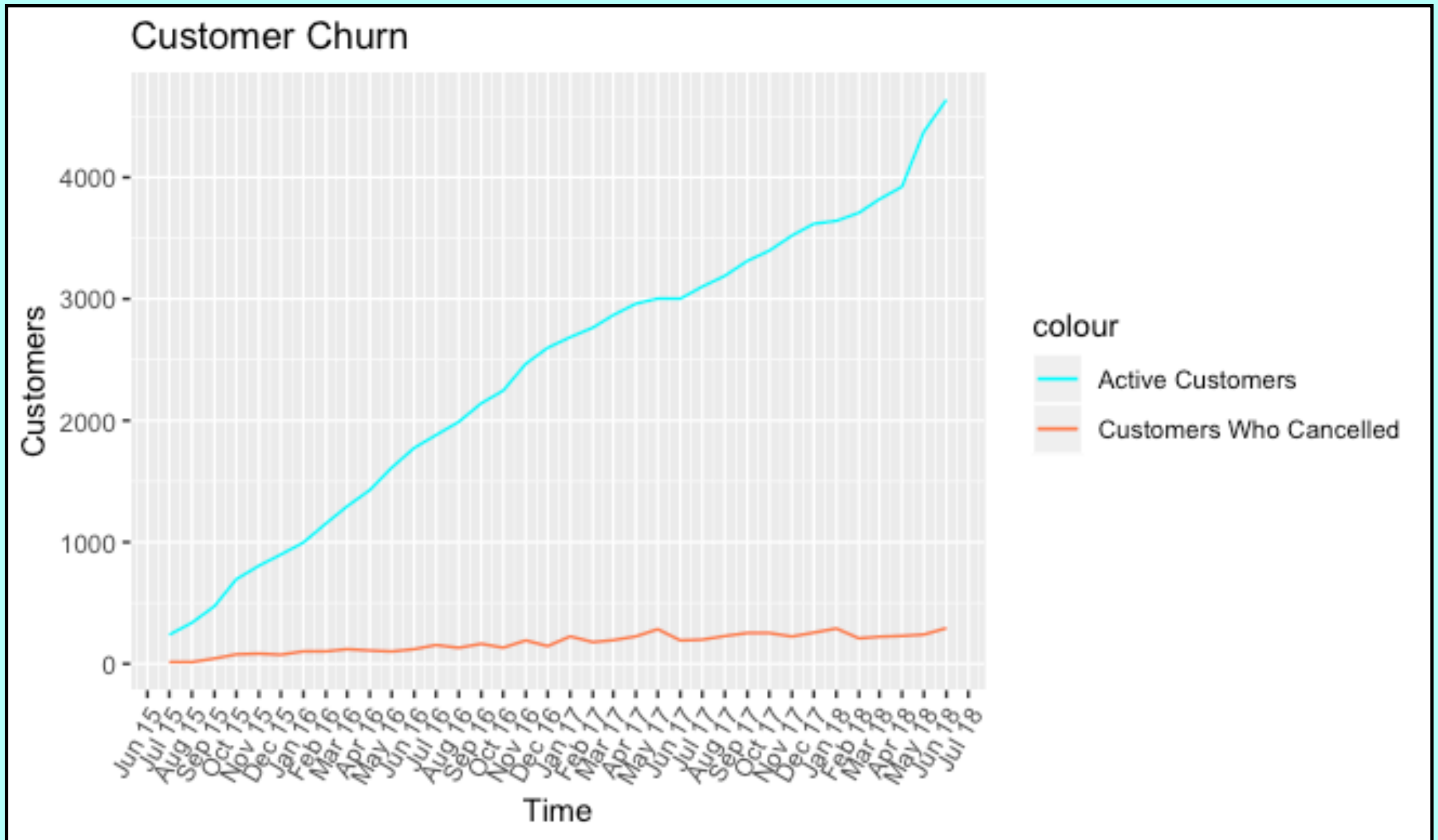
CHURN ANALYSIS

AVERAGE ACTIVE MONTHS ACROSS ALL MEMBERS: 6.49



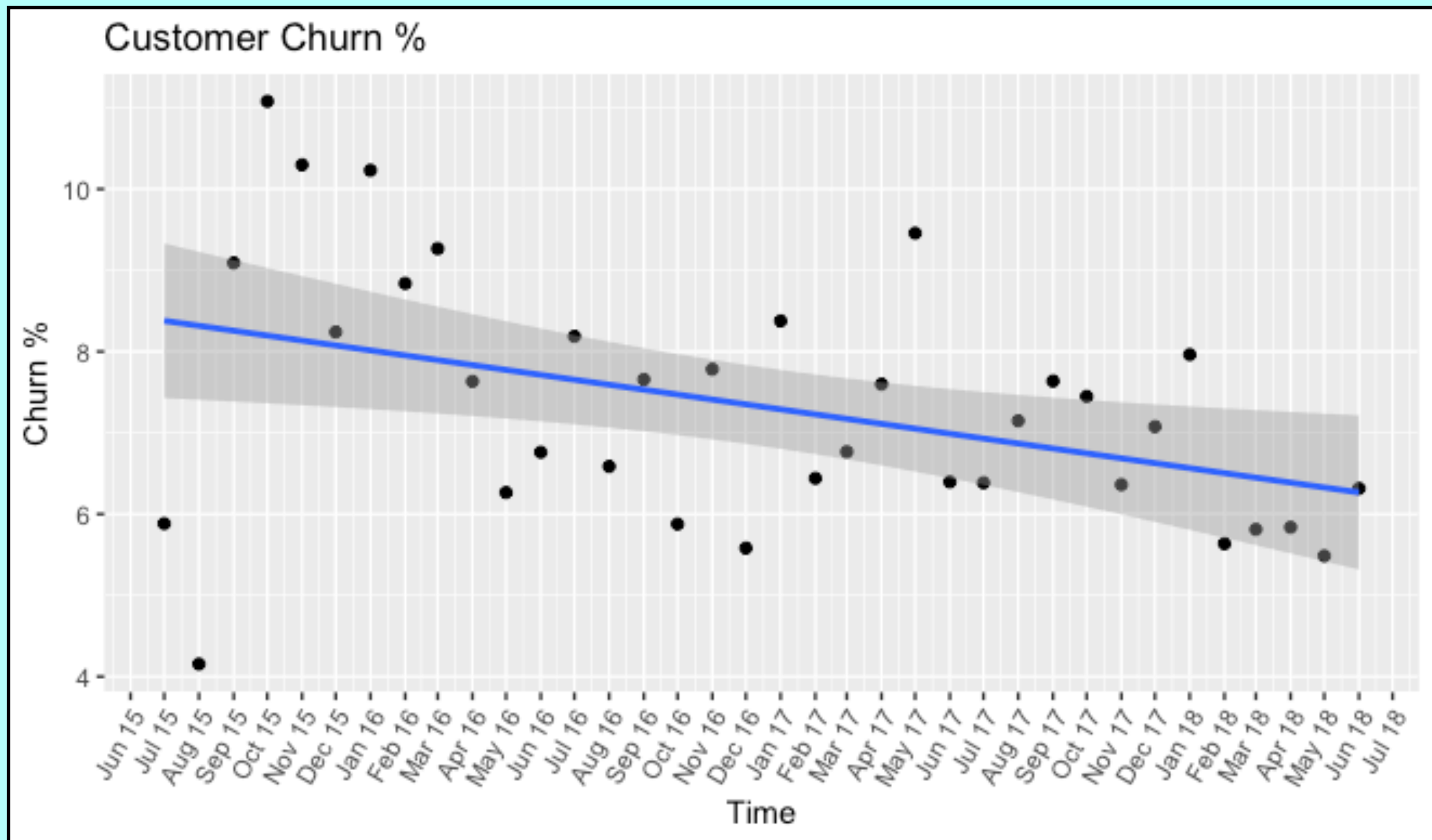
CHURN ANALYSIS

MONTHLY CUSTOMER CHURN NUMBERS



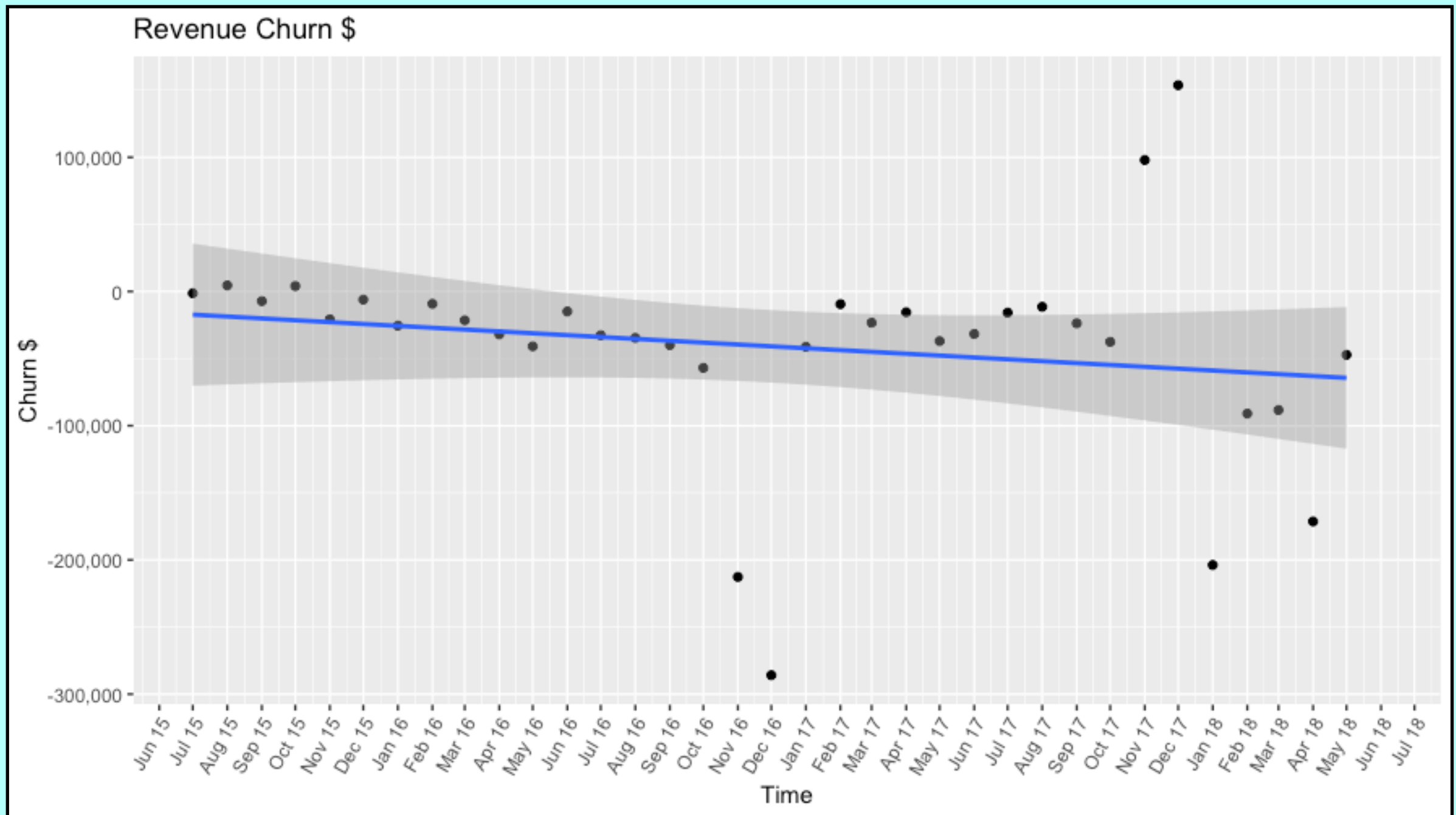
CHURN ANALYSIS

MONTHLY CUSTOMER PERCENT CHURN



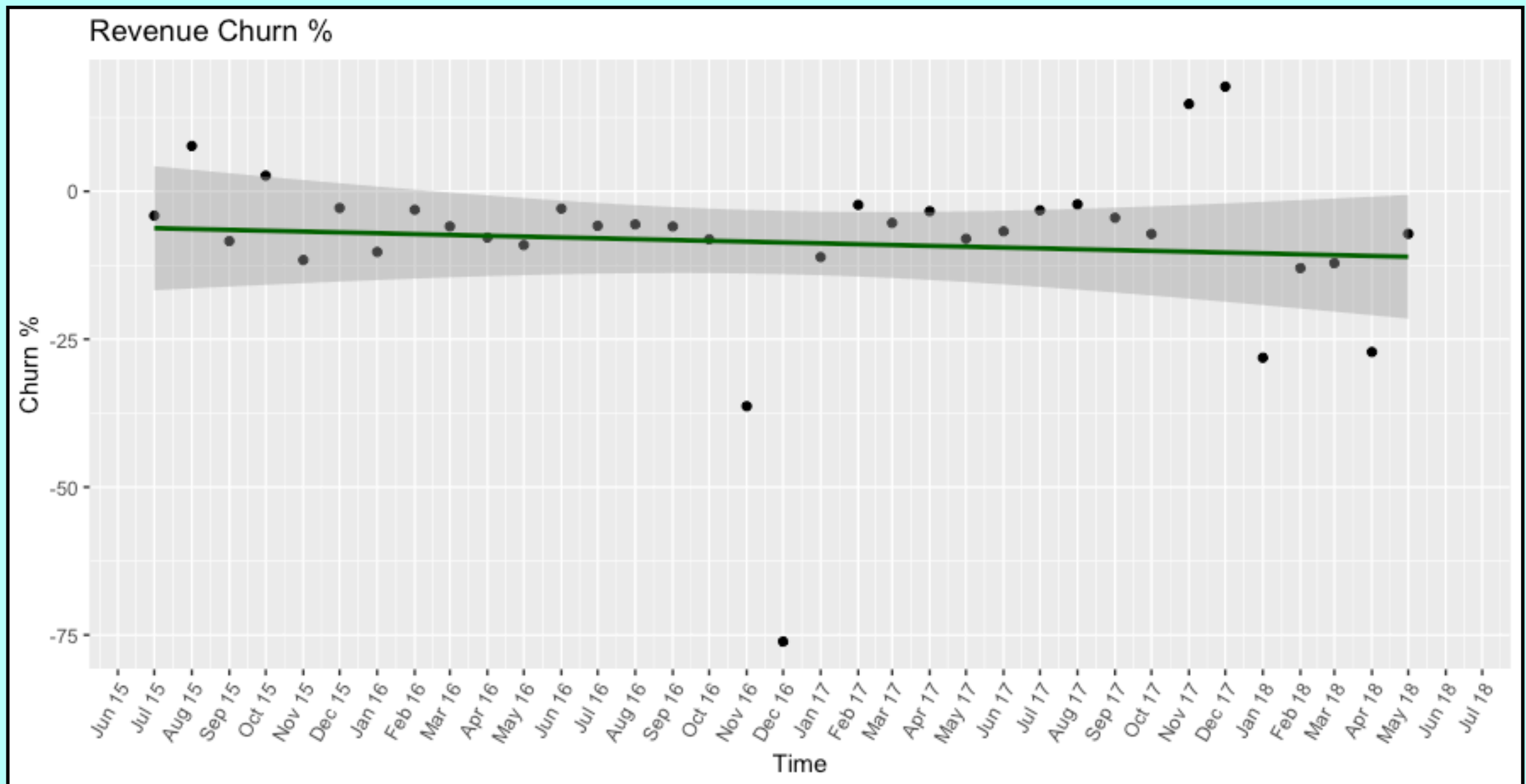
CHURN ANALYSIS

MONTHLY REVENUE CHURN AMOUNT



CHURN ANALYSIS

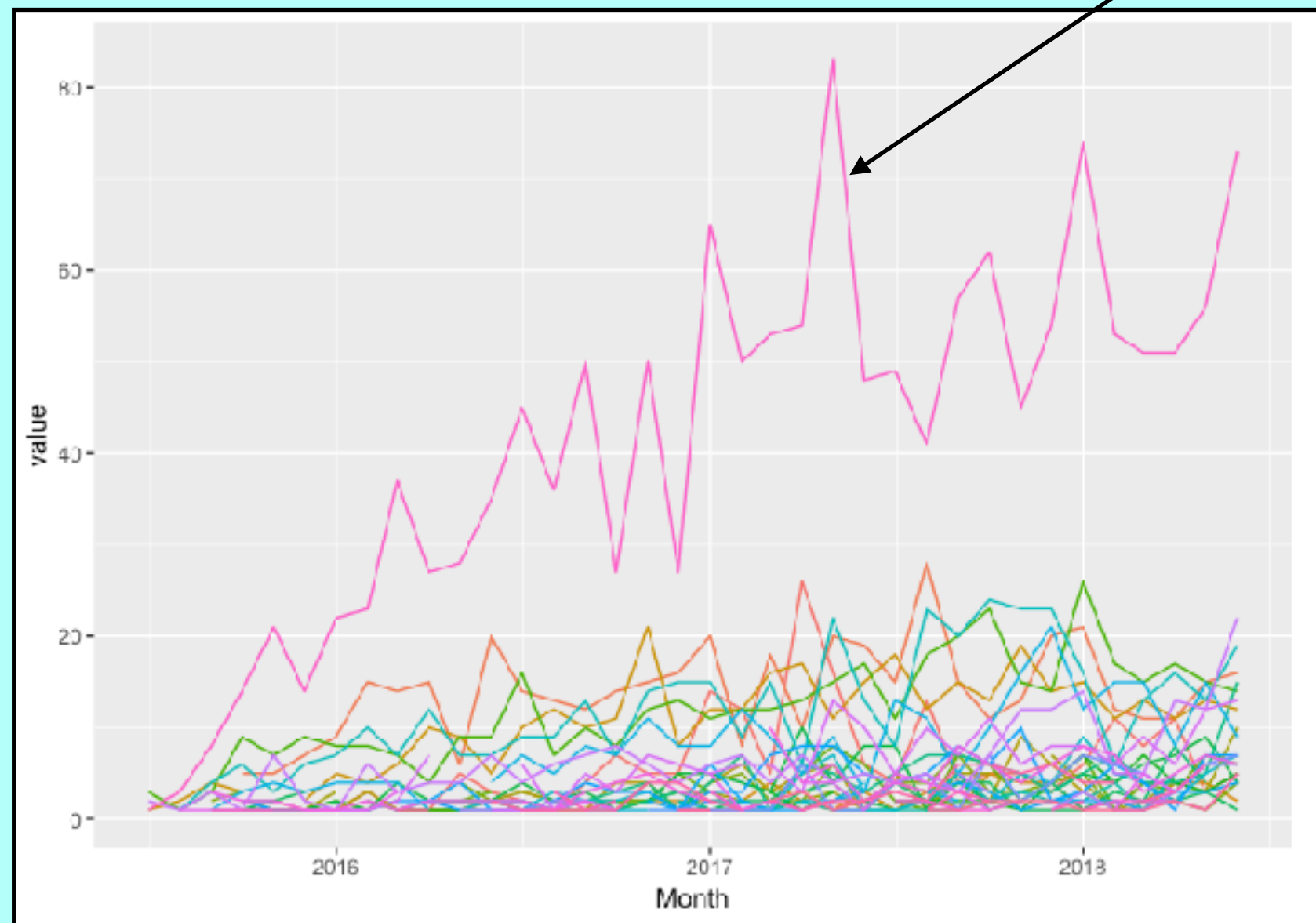
MONTHLY REVENUE CHURN %



CHURN ANALYSIS

INDUSTRIES LEAVING EVERY MONTH

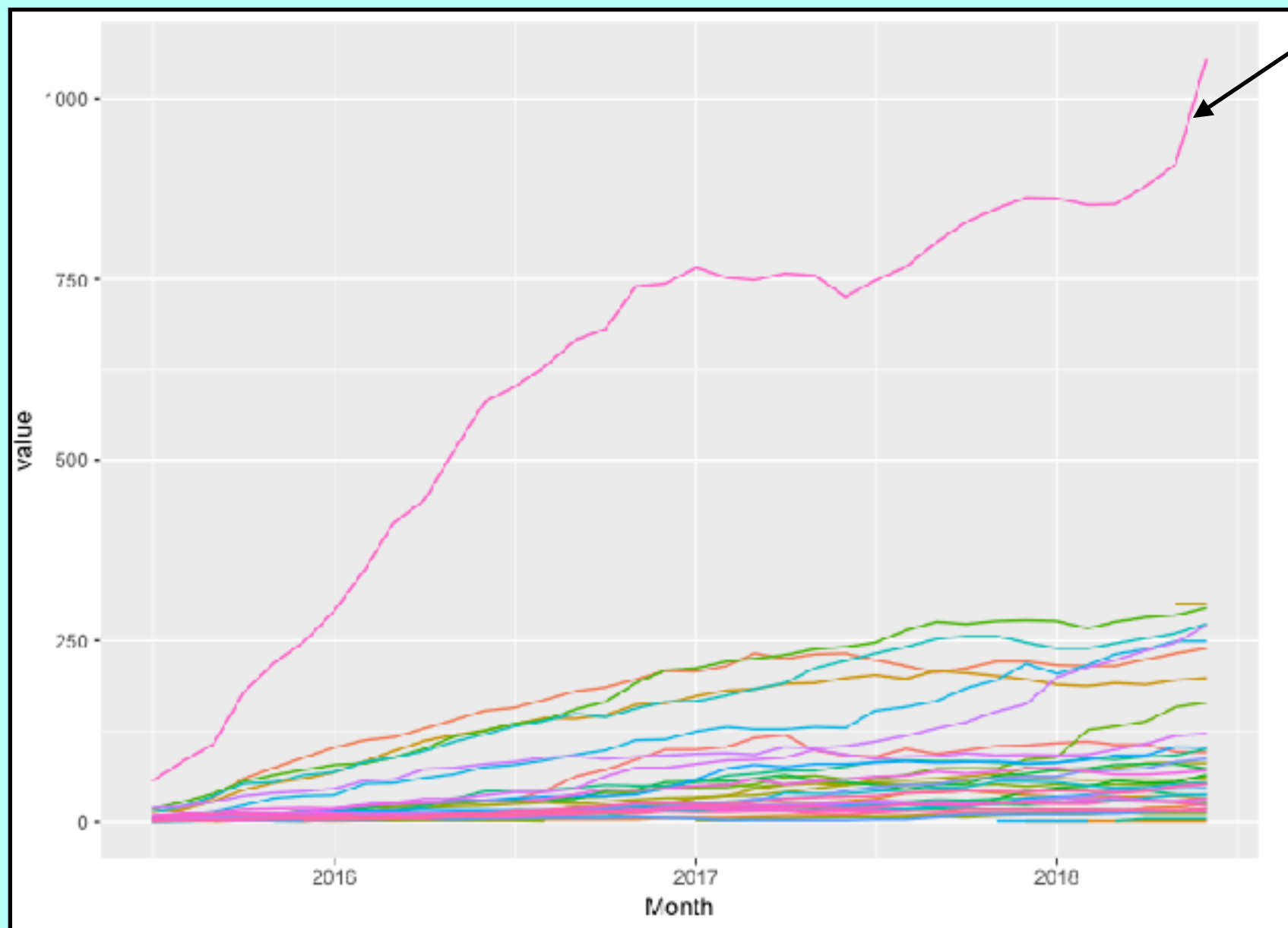
TECH COMPANIES LEAVE IN HIGH #



CHURN ANALYSIS

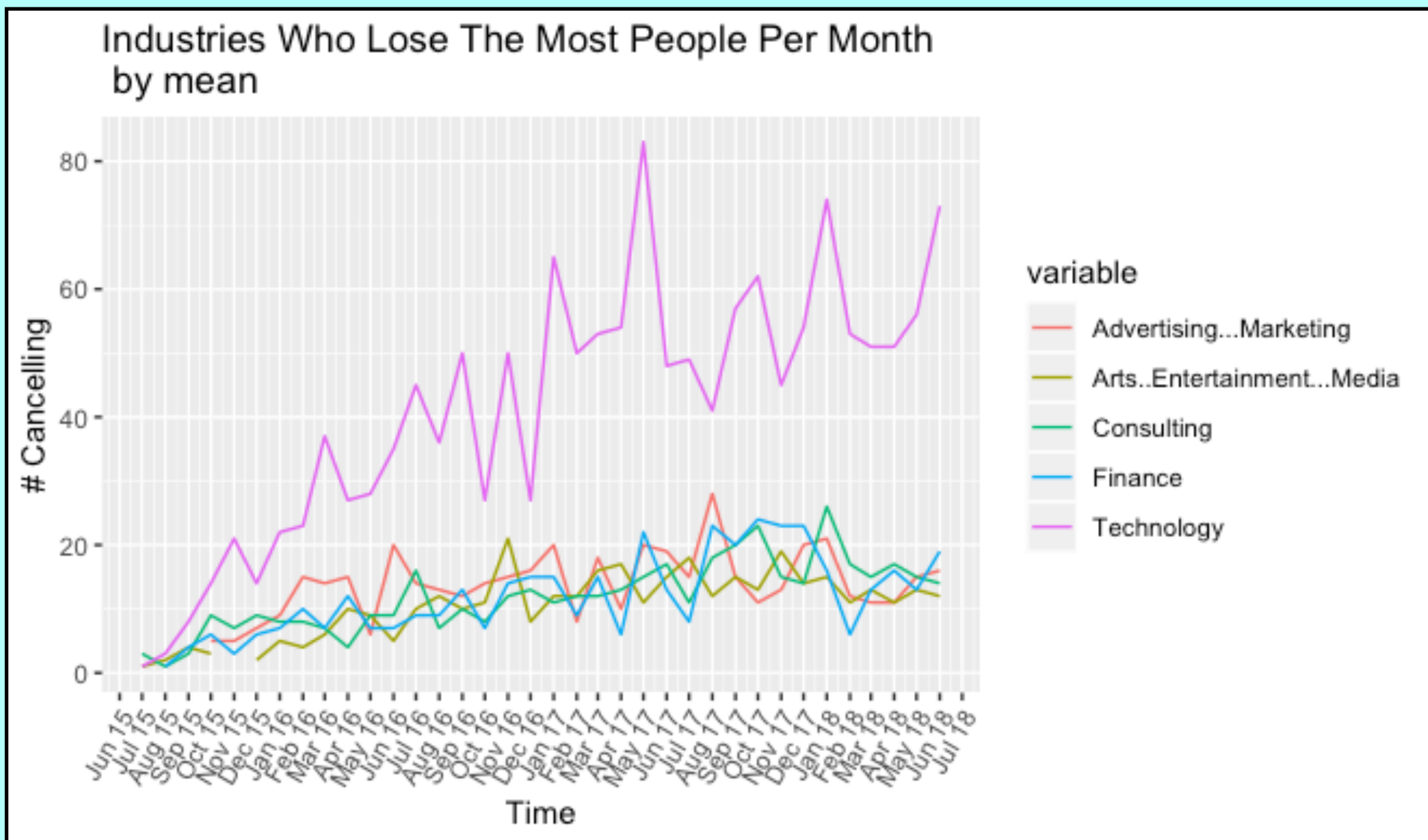
INDUSTRIES ACTIVE EVERY MONTH

BUT ALSO LARGEST GROUP



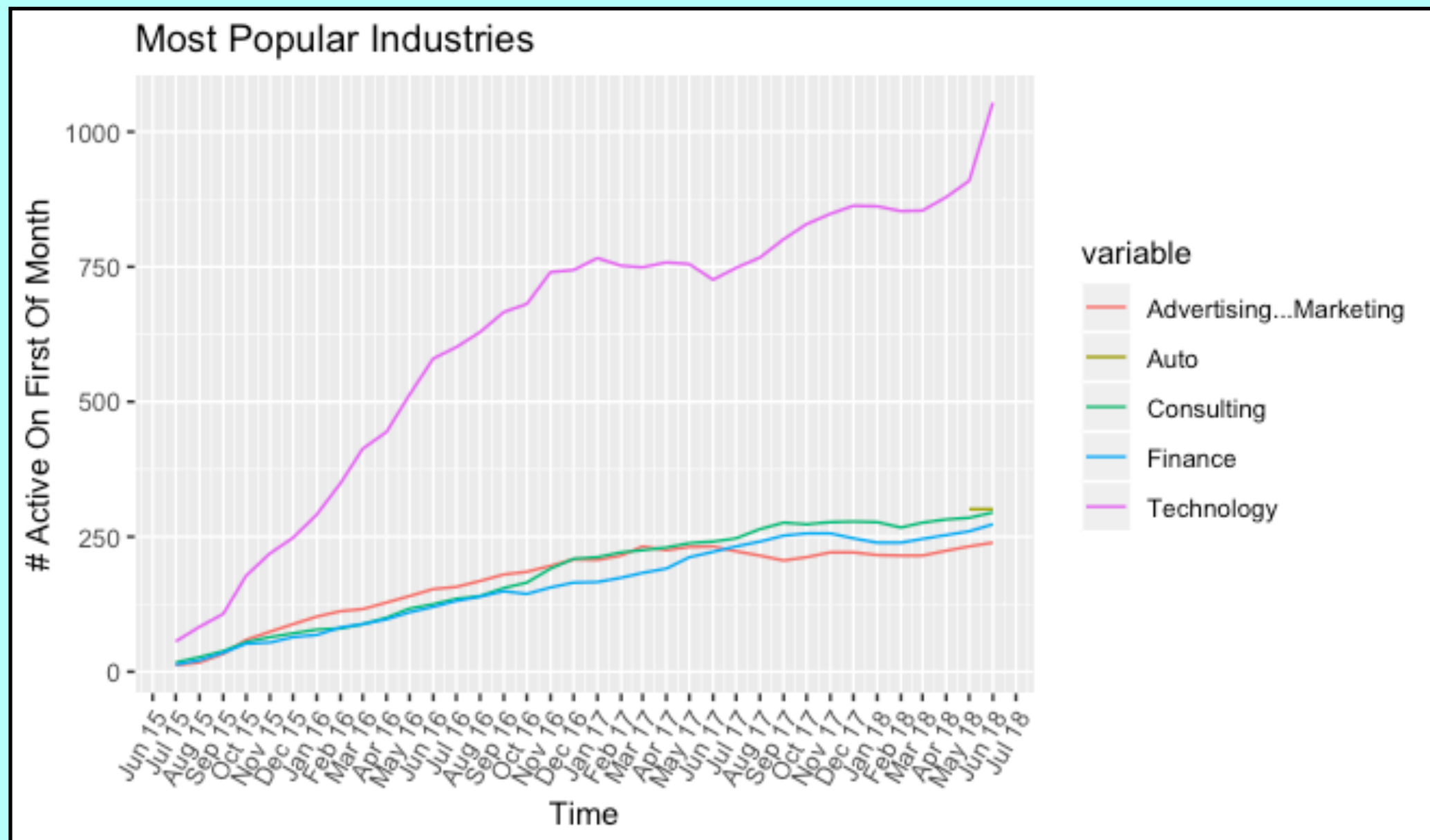
CHURN ANALYSIS

INDUSTRIES WITH THE HIGHEST AVERAGE ATTRITION



CHURN ANALYSIS

INDUSTRIES WITH THE HIGHEST AVERAGE MEMBERS



CHURN ANALYSIS

CITIES WITH THE HIGHEST AVERAGE MEMBERS

