

Project\_calculate churn rate

# Get familiar with the company.

- How many months has the company been operating?

Ans. 4 months

- Which months do you have enough information to calculate a churn rate?
- Ans. 3 months

# Get familiar with the company.

- What segments of users exist?

Ans. 87 and 30

# What is the overall churn trend since the company started?

- ANS.

2017-01 : 0.161

2017-02: 0.189

2017-03: 0.274

# Compare the churn rates between user segments.

- Which segment of users should the company focus on expanding?

ANS. Segment 30, because the average churn rate much lower than segment 87