

CODECADEMY

# CALCULATING CHURN RATES

FOR CODEFLIX

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# EXECUTIVE SUMMARY

This presentation by Codecademy focuses on  
churn rates for the client, Codeflix.

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# PROBLEM STATEMENT

Codeflix is particularly interested in how the churn compares between two segments of users.



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# CODEFLIX

It has been working from December 2016 until March 2017.

It has two different segments which are 30 and 87.

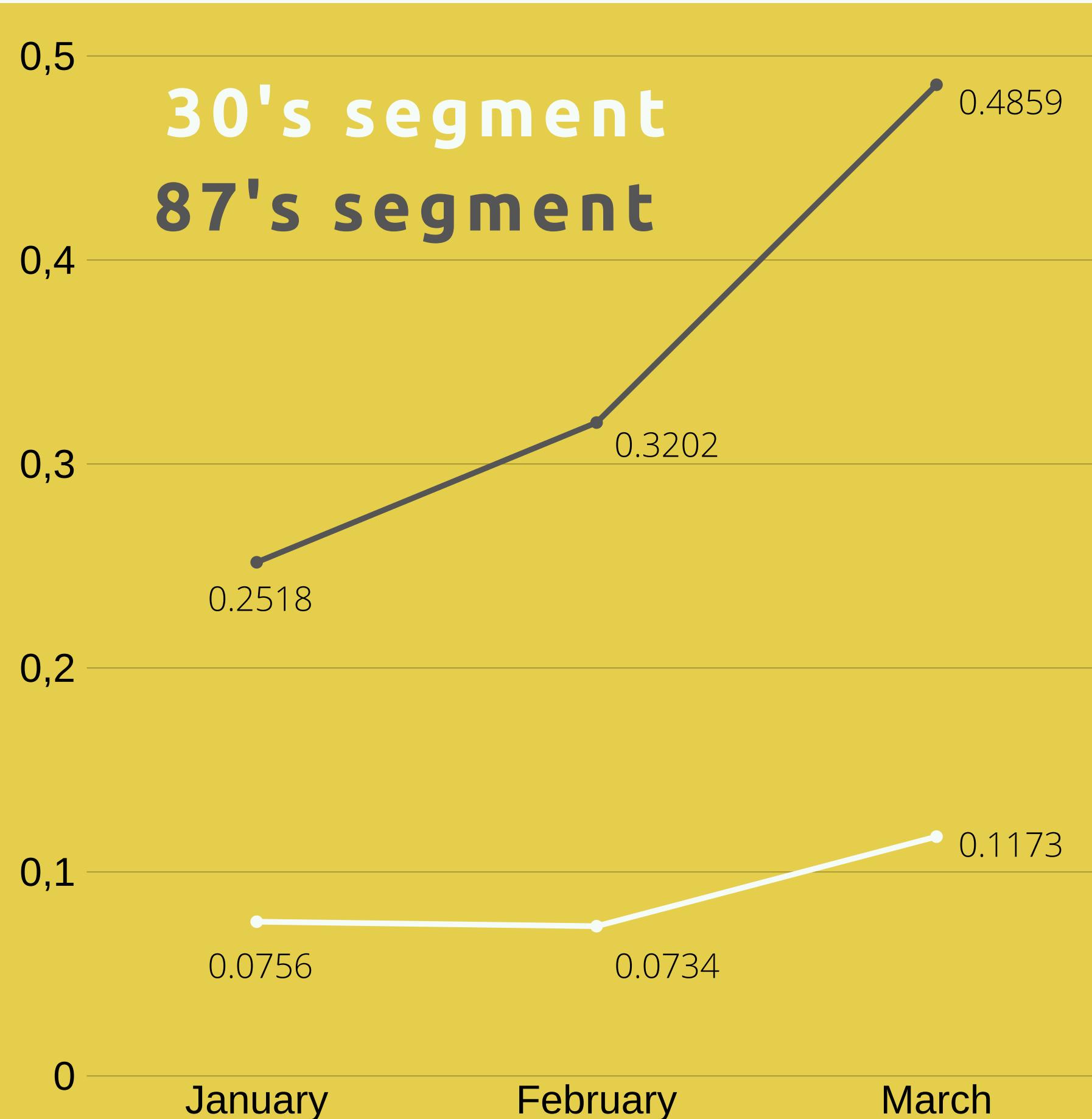
It also has information to calculate a churn rate for three months.

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**THE OVERALL CHURN TREND SINCE THE  
COMPANY STARTED IS**

**22,07%**



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## CHURN TREND BY MONTHS

The data was given us, we could calculate  
Churn trends for the different months.

## 30'S SEGMENT

Based on the data, we recommend you to put more focus on this segment.  
It had the lower churn rate in all the months.



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**THANK YOU VERY MUCH**