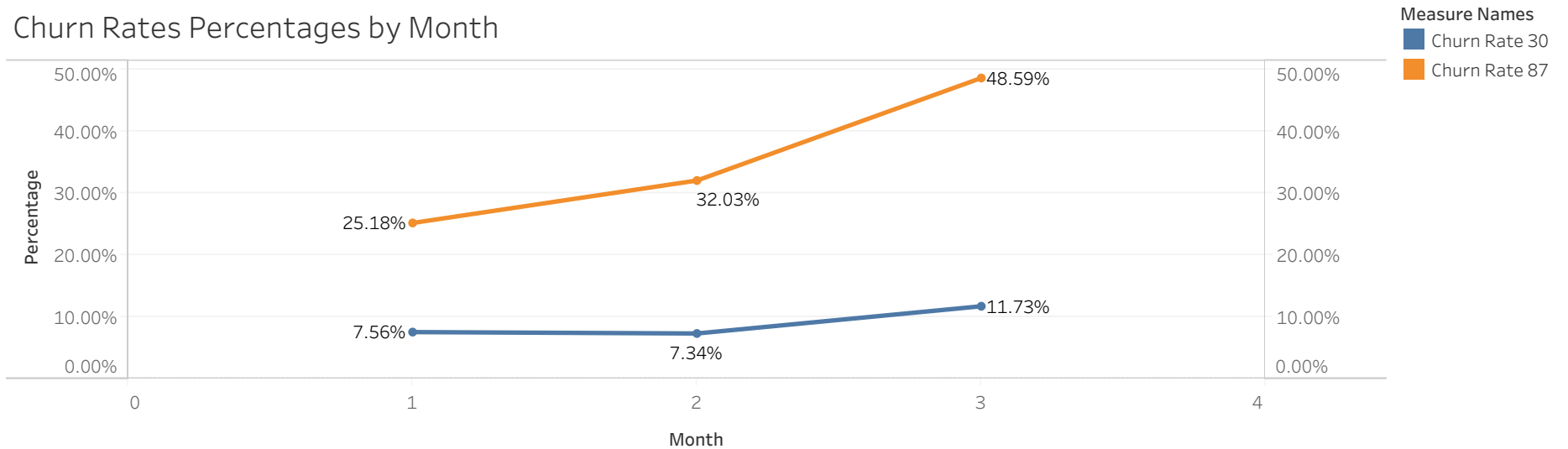


Churn Rates Percentages by Month



Churn Rates by Month

	Month		
	January	February	March
Churn Rate 30	7.56%	7.34%	11.73%
Churn Rate 87	25.18%	32.03%	48.59%

Summary

Churn rates apply to the number of subscribers who cancel or do not renew a subscription. The higher one's churn rate, the more customers stop buying from their business.

The data showcase Segment 30 had a lower churn rate than Segment 87. This means that Segment 30 has more customers buying from them. Segment 30 had a churn rate of below 12% for each of the first three months of 2017. The monthly churn rate of Segment 87, however, was almost 4x higher each month.