1. Get familiar with the company.

2. What is the overall churn trend since the company started?

3. Compare the churn rates between user segments.

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GET FAMILIAR WITH THE COMPANY

❑ How many months has the company been operating?

❑ Which months do you have enough information to calculate a churn rate?

❑ What segments of users exist?

How many months has the company been operating?

- Codeflix has been operating for four months.

- The company was launched in December of 2016.

- In the table shown on the right, the start date of each users' subscription is highlighted in yellow.

- Then, the end date of each users' subscription is highlighted in green.

id	subscription_start	subscription_end	segment
1	2016-12-01	2017-02-01	87
2	2016-12-01	2017-01-24	87
3	2016-12-01	2017-03-07	87
4	2016-12-01	2017-02-12	87
5	2016-12-01	2017-03-09	87

GET FAMILIAR WITH THE COMPANY

Which months do you have enough information to calculate a churn rate?

❑ The months that have enough information to calculate a churn rate are January, February and March.

❑ December can't be included in this calculation because there are no subscription_end values yet.

❑ A user can never start and end their subscription in the same month until their 31 day commitment has ended.

SELECT MIN(subscription_start)

FROM subscriptions;

SELECT MAX(subscription_start)

FROM subscriptions;

MIN(subscription_start)
2016-12-01
MAX(subscription_start)
2017-03-30

GET FAMILIAR WITH THE COMPANY

| id	subscription_start	subscription_end	segment
11	2016-12-01	2017-01-17	87
12	2016-12-01	2017-02-07	87
13	2016-12-01		30
14	2016-12-01	2017-03-07	30

What segments of users exists?

❑ There are two different segments of users that exists.

❑ The segments of users are 87 and 30 which are highlighted in yellow.

GET FAMILIAR WITH THE COMPANY

WHAT IS THE OVERALL CHURN TREND SINCE THE COMPANY STARTED?
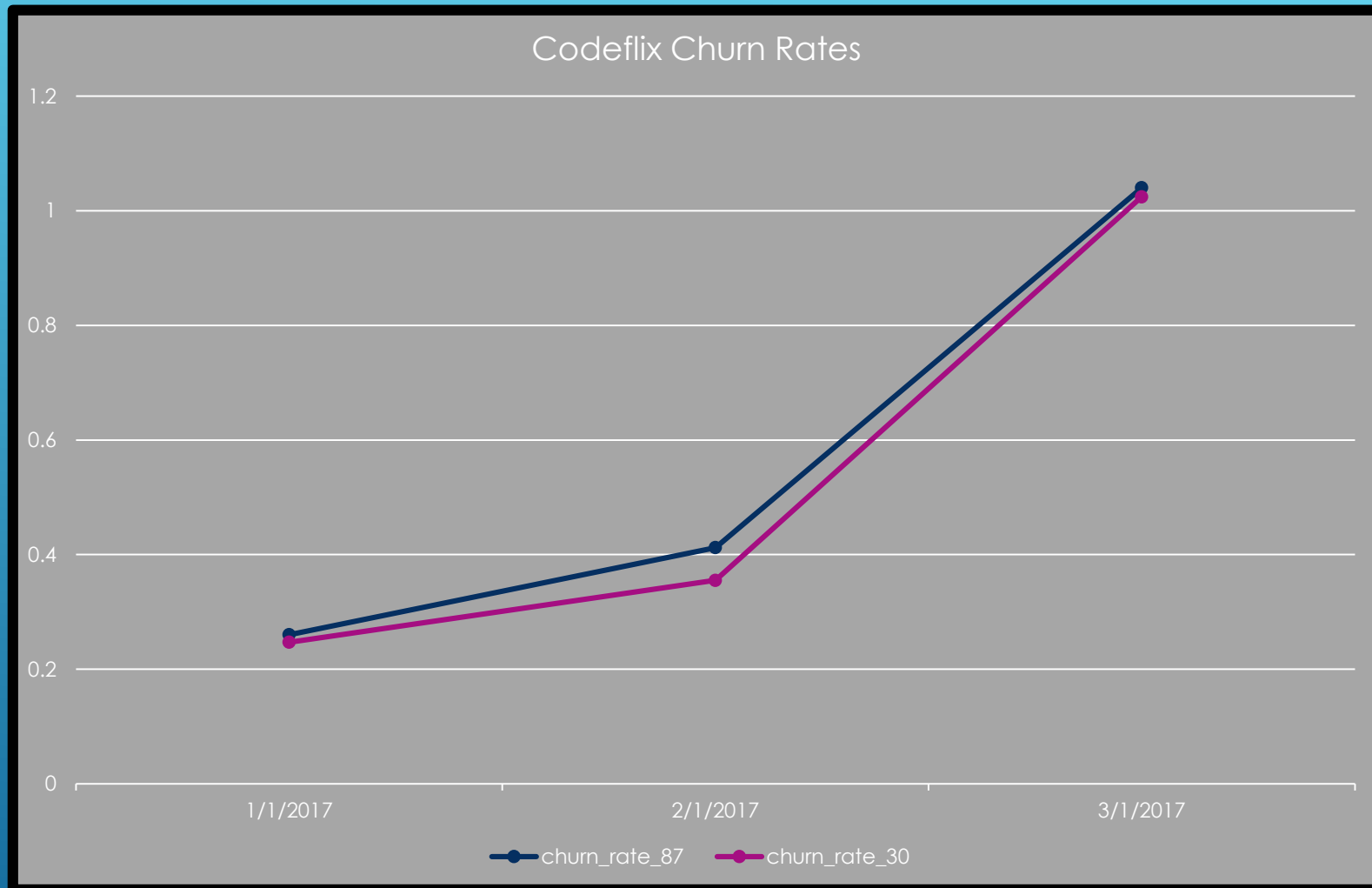
COMPARE THE CHURN RATES BETWEEN USER SEGMENTS.

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

month	churn_rate_87	churn_rate_30
2017-01-01	0.26022304832738	0.247191011235955
2017-02-01	0.412256267409471	0.355140186915888
2017-03-01	1.04032258064516	1.02439024390244

Which segment of users should the company focus on expanding?

❑ Since segment 37 has churn rates that are slightly lower, it should be the segment that Codeflix should focus on expanding.

❑ Codeflix should probably look into why both segments have churn rates that haven't decreased since January.

❑ Once they find a solution to this problem, the company should do well in the near future.

COMPARE THE CHURN RATES BETWEEN USER SEGMENTS.