



Learn SQL from Scratch

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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;
```

<b>MIN(subscription_start)</b>
2016-12-01
<b>MAX(subscription_start)</b>
2017-03-30

# GET FAMILIAR WITH THE COMPANY

What segments of users exists?

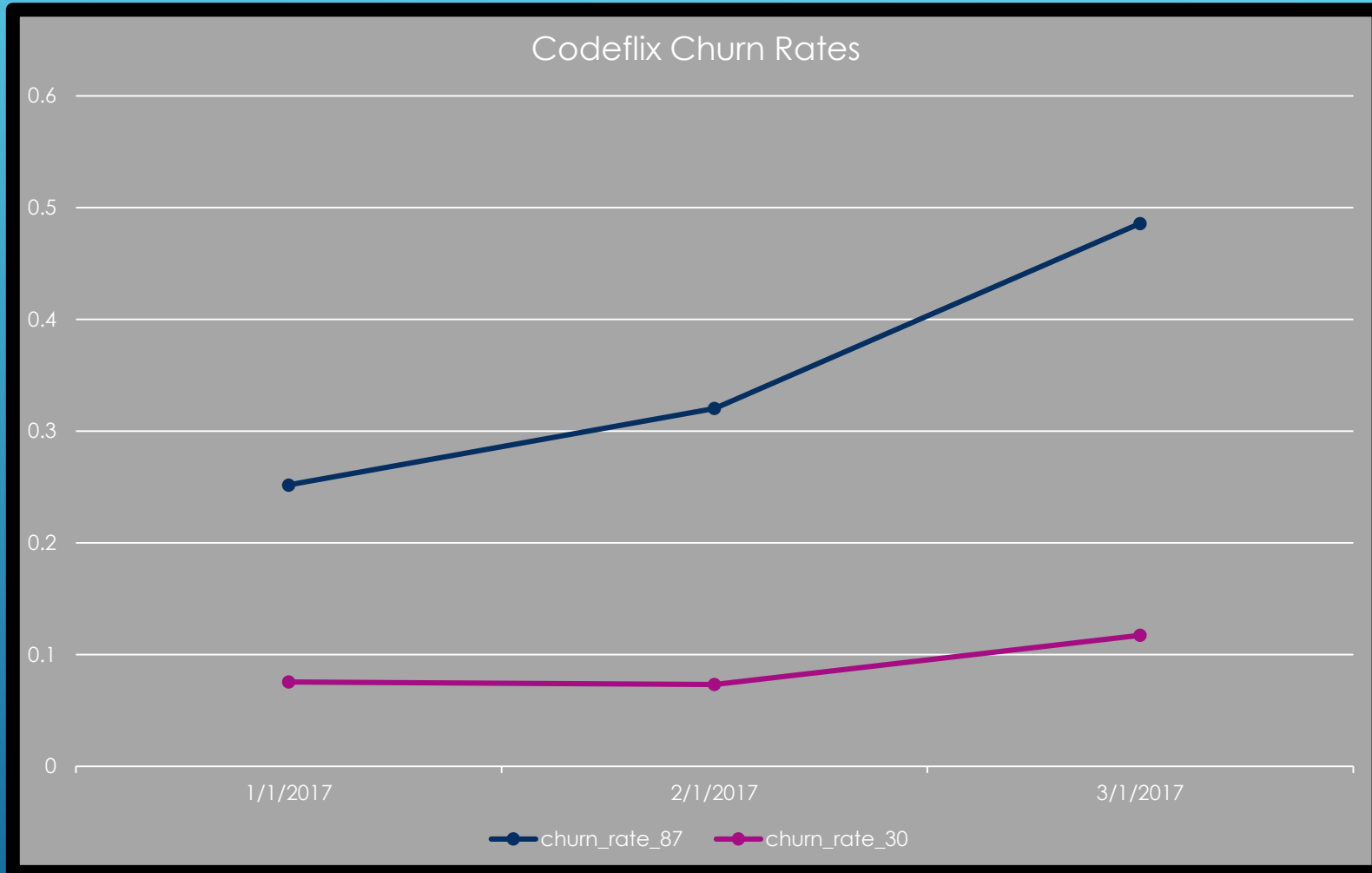
- ❑ There are two different segments of users that exists.
- ❑ The segments of users are 87 and 30 which are highlighted in yellow.

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	0	30
14	2016-12-01	2017-03-07	30

# GET FAMILIAR WITH THE COMPANY

WHAT IS THE OVERALL CHURN TREND  
SINCE THE COMPANY STARTED?





## WHAT IS THE OVERALL CHURN TREND SINCE THE COMPANY STARTED?

- ❑ The overall churn trend has been upward for segment 87 since the company started.
- ❑ Segment 30 has churn rates which are looking good so far (downward trend).
- ❑ This chart shows the churn trend between the two segments which took place within the first three months of 2017.



# 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	0.251798561151079	0.0756013745704467
2017-02-01	0.32034632034632	0.0733590733590734
2017-03-01	0.485875706214689	0.11731843575419

Which segment of users should the company focus on expanding?

- ❑ Since segment 30 has churn rates that are lower, it should be the segment that Codeflix should focus on expanding.
- ❑ Segment 87 has churn rates that have continued to increase since January.
- ❑ The company should do well in the near future with segment 30.

COMPARE THE CHURN RATES BETWEEN  
USER SEGMENTS.