



Codeflix: Churn Rates

Quarter 1 2017

Presenter: Matthew Stewart
Learn SQL from Scratch
January 21, 2019

Table of Contents

1. Get Familiar with Codeflix
2. Overall Churn Trend Since Inception
3. Churn Rates per Segment
4. Final Notes

1. Get Familiar with Codeflix

1.1 Get Familiar with Codeflix

Codeflix has been operating since December 2016

- Subscription data available from December 2016 through March 2017
- Includes both subscription start dates and subscription end dates
- Subscriptions required to last at least one month – churn for December 2016 is 0
- Churn rates calculated for January 2017 through March 2017

Two segments of subscribers: 87 and 30

Query 1: Sample Data from “subscriptions” table

id	subscription_start	subscription_end	segment
1	12/1/2016	2/1/2017	87
2	12/1/2016	1/24/2017	87
13	12/1/2016		30
14	12/1/2016	3/7/2017	30

Table above includes partial data only. See accompanying Excel file for full results.

Query 2: Determination of range of months

earliest_start	latest_start	earliest_end	latest_end
12/1/2016	3/30/2017	1/1/2017	3/31/2017

2. Overall Churn Trend Since Inception

2.1 Overall Churn Trend Since Inception

Churn trend is increasing month to month for each segment

- Both active subscribers and cancellations are increasing
- Active subscribers growing overall

As active subscribers increase, so too do number of cancellations

Query 7: Number of actives and cancellations per month, per segment

month	sum_active_87	sum_active_30	sum_canceled_87	sum_canceled_30
1/1/2017	278	291	70	22
2/1/2017	462	518	148	38
3/1/2017	531	716	258	84

2.2 Overall Churn Trend Since Inception

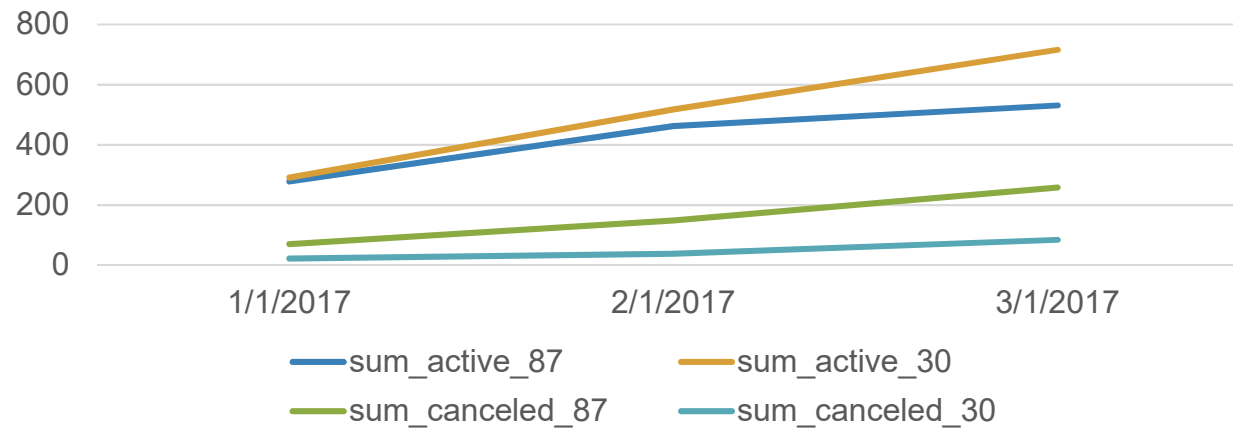
Churn trend is increasing month to month for each segment

- Both active subscribers and cancellations are increasing
- Active subscribers growing overall

As active subscribers increase, so too do number of cancellations

Greatest disparity between Actives and Cancellations seen in Segment 30

Actives vs. Cancellations – Quarter 1 2017



3. Churn Rates per Segment

3.1 Churn Rates per Segment

Churn rates increasing overall from January 2017 to March 2017

- Churn rates for Segment 87 increased from 25% to 49% from January 2017 to March 2017
- Churn rates for Segment 30 increased from 8% to 12% from January 2017 to March 2017

CONCLUSION: Company should focus on expanding Segment 30, as this segment exhibits significantly lower churn rates

Query 8: Churn rates per segment, per month

month	churn_87	churn_30
1/1/2017	25.18%	7.56%
2/1/2017	32.03%	7.34%
3/1/2017	48.59%	11.73%

4. Final Notes

Full SQL code for all queries included in accompanying directory:

Code

Full query results included in accompanying Excel file:

Learn SQL From Scratch_Churn Rate Presentation_Query Results.xlsx