



Codeflix Churn Rate Analysis

Learn SQL from Scratch

Table of Contents

- Get familiar with Codeflix
- Churn rate analysis and trends
- Churn rate analysis Recommendations

. **Company Overview**

Meet Codeflix

- Streaming video service
- Started Dec. 2016
 - Serving customers for four consecutive months
 - Churn rates can be calculated for last three months (Jan. – Mar. 2017)
- Multiple market segments served
 - Identified as segments 30 and 87

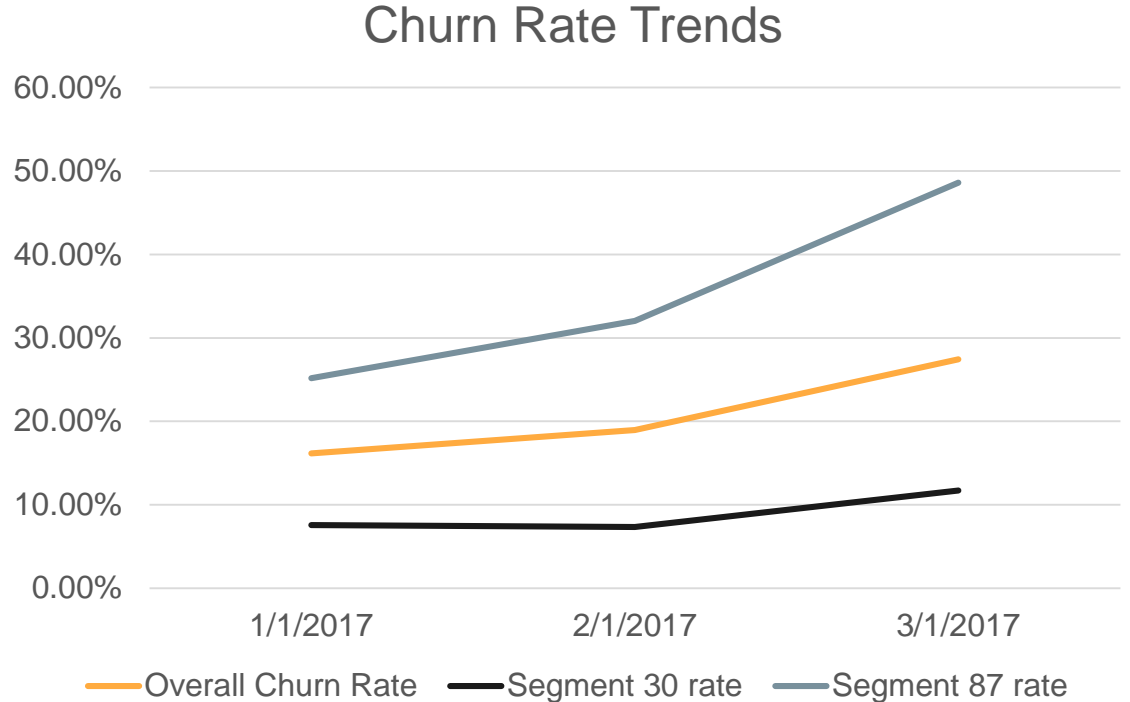
. Churn Rate Analysis and Trends

Churn Rate trends

The overall churn rate at Codeflix has been increasing across all segments every month for which we have data.

- January – February increase: 2.81%
- February – March increase: 8.45%

Month	Overall Churn Rate
2017-01-01	16.17 %
2017-02-01	18.98 %
2017-03-01	27.43 %



Churn Rates by market segment

Temporary tables were created to aggregate the user churn rate by market segment, the query to the right summarizes the results given in the table shown below.

- Segment 87 has a churn rate 3-4 times as high as segment 30
- March shows a marked increase in the churn rate in both segments

Month	Segment 30 Churn Rate	Segment 87 Churn Rate
2017-01-01	7.56%	25.18%
2017-02-01	7.34%	32.03%
2017-03-01	11.73%	48.59%

```
-- Code for temporary tables not shown
SELECT
  month,
  ROUND(100.0 * sum_canceled_87 / sum_active_87,2)
  AS churn_rate_87,
  ROUND(100.0 * sum_canceled_30 / sum_active_30,2)
  AS churn_rate_30
FROM status_aggregate
```

. Recommendations

Churn Rate Analysis Recommendations

- Expand marketing focus on segment 30 users
 - Due to the considerably lower churn rate as compared to segment 87
- Increase presence in new market segments
 - It is possible that other market segments may have a lower churn rate than even segment 30