codecademy

# Capstone: Codeflix

Learn SQL from Scratch

# Codeflix Analysis

# Contents

1. Get familiar with Codeflix
2. What is the overall churn rate by month?
3. Compare the churn rates between segments

## 1.1 How many months has the company been operating?

Ans:
4 months, since the earliest subscription starts on 2016-12-01, while the latest subscription ends on 2017-03-31

| min (subscription_start) | max (subscription_end) |
|---|---|
| 2016-12-01 | 2017-03-31 |

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

Ans:
3 months only, 2017-01 till 2017-03, since there's no churn in 2016-12

## 1.3 What segments of users exist?

Ans:
Segment "87" and segment "30"

| segment |
|---|
| 87 |
| 30 |

# 2. What is the overall churn trend since the company started?
# 3.Compare the churn rates between user segments.

Ans:
-Overall churn rate is increasing, 16%-29%-27%.
-The ’87’ segment has relatively high churn rate compared to ’30’ segment, and has more increase over the 3 months.
-it seems ‘30’ segment is more satisfied with the service, we should invest on the content which will attract them.

| Month | Overall Churn Rate | 87 Churn Rate | 30 Churn Rate |
|---|---|---|---|
| 2017-01 | 16% | 25% | 8% |
| 2017-02 | 29% | 32% | 7% |
| 2017-03 | 27% | 48% | 12% |

```
select month,
1.0*sum_canceled_87/sum_active_87 as "87_churn",
1.0*status_aggregate.sum_canceled_30/status_aggregate.
sum_active_30 as "30_churn",
1.0*(sum_canceled_87+sum_canceled_30)/(sum_active_87+s
um_active_30) as 'total_churn'
from status_aggregate;
```