

Capstone: Churn Rates

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How many months has the company been operating?

- 3 months because the data shows that it starts Decemeber 12 to March 26

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

- December and January because these months have the most data

What segments of users exist?

- Users who have started the subscription and users who have ended the subscription

What is the overall churn trend since the company started?

- The overall churn trend is increasing

Which segment of users should the company focus on expanding?

- The company should focus on customers who are ending their subscription. This is bc users who are ending their subscription is what is holding the company back from expanding. If they work on getting those customers' feedback, they can improve their company and eventually expand.