

Predicting Renewals

Overview:

The dataset provided in this folder contains dummy renewal information for 690 renewals. The anonymized fields included are:

C1: b, a.
C2: continuous.
C3: continuous.
C4: u,y,l,t.
C5: g, p, gg.
C6: c,d,cc,i,j,k,m,r,q,w,x,e,aa,ff.
C7: v,h,bb,j,n,z,dd,ff,o.
C8: continuous.
C9: t, f.
C10: t,f.
C11: continuous.
C12: t,f.
C13: g,p,s.
C14: continuous.
C15: continuous.
Renewal Flag: 1,0

For this assignment, build a classification model predicting whether subscriptions will renew or not using R or Python.

Deliverables:

1. Your code.
2. A brief slide deck of 5 --7 slides explaining your methodology and results.
 - a. General methodology
 - b. Justification for select variables
 - c. Justification for your chosen accuracy measure
 - d. Justification for your algorithm(s)
 - e. Visualization as desired

Final thoughts:

This assignment is less about building the "perfect" model and more about understanding your problem solving skills and knowledge of core data science concepts. Don't worry too much about getting incredibly accurate results - focus more on explaining your steps and methodology.