

Test Task:

Subscriber to Customer prediction

When users subscribe to our app, they first do a trial. When they stay with the app after the trial, they pay and we call them customers. Notice that there are subscribers which do not turn into a customer, but every customer is also a subscriber.

You have two files:

1. **train_data.csv**: user_id, channel, age, os, gender, country and customer. All users in this file have done a subscription. The column customer is 1 if the subscription converted to a customer and 0 if not.
2. **test_data.csv**: The same for other users without the customer column.

The tasks:

1. Do a small explorative analysis and give an overview of the data in train_data.csv
2. Predict the values of customer (0 or 1) for users in test_data.csv. Add the customer column with your predictions and provide a final file identical format to test_data.csv.

We estimate the task should take you around 4h. Please use python for all analysis, preferably one iPython notebook (in Python 3). If you cannot finish the task in 4h please document what you would want to do. It is better to clearly outline the next steps than rushing through it without good documentation.

In the end you should have two files

1. **<your_name>_predictions.csv**: The predictions for the users as described in task 2.
2. **<your_name>_analysis_predictions.ipynb**: The iPython Notebook with the steps taken for the analysis and the predictions, including meaningful documentation. If a normal python script is used the same things are required.

Please upload all files to a public github repository and sent the link.