**Directing Customers To Subscription Through Financial App Behavior Analysis**

Goal of the Project :-

The "FinTech" company launch there android and iOS mobile base app and want to grow there business.

But there is problem how to recomended this app and offer who really want to use it.

So for that company decided to give free trial to each and every customer for 24 hour and collect data from the customers.

In this scenario some customer purchase the app and someone not.

According to this data company want to give special offer to the customer who are not interested to buy without offer and grow there business.

## Bussines Problem:-

The Financial Technology company (Fin-Tech Company) launch there a mobile app.

This app used for financial purposes like bank loans, savings, etc. in one place.

It has two versions free and premium. The free version app contains basic features and customer wants to use the premium feature then they have to pay some amount to unlock it.

The main goal of the company is to sell the premium version app with low advertisement cost but they don’t know how to do it.

That’s a reason they are provided the premium feature in the free version app for 24 hours to collect the customer’s behavior.

Our job is to predict new customer who is interested to buy the product or not.

If the customers will buy a product anyway so no need to give an offer to that customer and loss the business.

Only give offers to those customers who are interested to use premium version app but they can’t afford its cost. So the company will give offers to those customers and earn more money.