This data consists of gameplay data of a crossword puzzle game published in Google Play Store and AppStore. Also, this data consists of 50000 rows of train data and 5931 rows of test data. You can find the column descriptions below.

user\_id: Player id

Os: Operating system of the user’s mobile phone

Country: Country of the user

Device\_brand: mobile device brand of the user

Device\_model: mobile device model of the user

Reinstall: If the user deletes the game and redownload it.

Lang: which language the user plays the game.

Attribution\_event\_timestamp: user acquision date

Ecpi: the cost of the acquisition for the specified user

Current\_gold: the user's gold count at the end of the first week.

totalPowerUp: the user’s total powerup count at the end of the first week.

Bonus\_cnt: sum of the bonus which the user used while playing the game.

Hint1\_cnt: sum of the type 1 hint count which the user used while playing the game.

Hint2\_cnt: sum of the type 2 hint count which the user used while playing the game.

Hint3\_cnt: sum of the type 3 hint count which the user used while playing the game.

lvl\_no: maximum number of levels the user reached in the first week.

duration: sum of the duration which the user plays the game in the first week.

Repeat\_cnt: sum of the repeat count that the user repeated while playing the game.

Banner\_impr: the number of banner-type ads the user watched in the first week.

is\_impr: the number of the interstitial type ads the user watched in the first week.

rewarded\_impr: the number of the rewarded type ads the user watched in the first week.

Campaign\_id: campaign information which user’s acquired.

Partner\_id: the partner information for the channel which user’s acquired.

Churn: the target column. If the user doesn’t play the game after the first week, The user is flagged as a churned user.