**Objective**:

Directing customers to subscription products through App behaviour Analysis: The goal is to predict which users will not subscribe to paid membership, so that greater marketing efforts can go into trying to convert them to paid users

**Outcome**:

Predicted accuracy was 76% and we need not extend offer to other users and we can target specific users by this analysis.

**Tools Used**:

Plotting – Matplotlib and Seaborn

Python – Numpy and Pandas - Data Manipulation and formatting

Classification models – Logistic Regression and Regularization

K-fold cross validation, Grid Search (Parameter Tuning) and Feature selection algorithms