User Subscription Classification

Problem Statement: User Subscription Classification  
This project aims to predict whether a user will subscribe to a service based on various factors such as age, gender, income, and past activity. The goal is to classify users into two categories: those likely to subscribe and those who are unlikely to subscribe. By analyzing these features, businesses can target the right customers with personalized offers and services.

Potential Impact:  
Predicting user subscription behavior is crucial for businesses to optimize marketing strategies, improve customer targeting, and enhance user engagement. This project can help companies increase their subscription rates by accurately identifying users who are most likely to convert, leading to better resource allocation and higher revenue.