Team Moneyball

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Project Name: Press Sports App Retention and Engagement Analysis

Project Description: Press Sports App users share an environment to engage with others who share similar interests. We are searching for a method to analyze and understand the driving factors of engagement with the app and other users around the country.

Research questions to be asked: How do we categorize users by engagement level? What actions or properties correlate to higher engagement? Does having more listed interests drive higher engagement?

Data set to be used: user\_data.csv

Breakdown of Tasks

Data Collection: Drew Williams

Data Cleaning: Team

Exploration: Team

Analysis: Team

PowerPoint: Team