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 (define engagement quartiles)? What actions or properties correlate to higher engagement? Does having more listed interests drive higher engagement?

Engagement levels: Higher number of posts and actions by user

Hypothesis 1: Higher number of school/club users will provide higher engagement levels

Hypothesis 2: The number of posts lead to higher actions

Hypothesis 3: The correlation between users followed from the suggested feed (FanUp) and engagement is positive

Hypothesis 4: A higher number of likes per post lead to a higher level of activity for the user

Data set to be used: user\_data.csv

Breakdown of Tasks

Data Collection: Drew Williams

Data Cleaning: Team

Exploration: Team

Analysis: Team

PowerPoint: Team