Team Moneyball

Members: Andrew Cowan, Daniel Fernandez, Kadien Peart, Drew Williams

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 Question to be Asked: What is the type of user engagement that drives the highest level of user interaction?

**Test to check total number of students at school against number of posts**

H0 = R^2(total number of students at a school: number of posts) = 0

Ha1 = R^2(total number of students at a school: number of posts) > 0

Ha2 = R^2(total number of students at a school: number of posts) < 0

**Test to check total number of students on a club against number of actions**

H0 = R^2(total number of students on a club: number of actions) = 0

Hb1 = R^2(total number of students on a club: number of actions) > 0

Hb2 = R^2(total number of students on a club: number of action) < 0

**Test to check number of users followed against number of posts**

H0 = R^2(number of users followed on suggest feed: number of posts) = 0

Hc1 = R^2(number of users followed on suggest feed: number of posts) > 0

Hc2 = R^2(number of users followed on suggest feed: number of posts) < 0

**Test to check number of users followed against number of actions**

H0 = R^2(number of users followed on suggest feed: number of actions) = 0

Hd1 = R^2(number of users followed on suggest feed: number of actions) > 0

Hd2 = R^2(number of users followed on suggest feed: number of actions) < 0

**Test to check number of post likes against number of posts**

H0 = R^2(number of post likes: number of posts) = 0

He1 = R^2(number of post likes: number of posts) > 0

He2 = R^2(number of post likes: number of posts) < 0

**Test to check number of post likes against number of actions**

H0 = R^2(number of post likes: number of actions) = 0

Hf1 = R^2(number of post likes: number of actions) > 0

Hf2 = R^2(number of post likes: number of actions) < 0

Data Set to be Used: user\_data.csv

Breakdown of Tasks

Data Collection: Drew Williams

Data Cleaning: Team

Exploration: Team

Analysis: Team

PowerPoint: Team