

LiveScore ML Challenge

Will the Customer Be Retained?

Use the data set of fictitious sports betting customers in the sheet train.csv to create a model in any programming language (e.g., R, Python, Matlab, ...), which predicts if the punter will still play with us in the future.

Description of variables:

- • Customer – customer number
- • Retained – customer is still playing with us
- • CuRank – customer rank (1 = good to 3 = bad)
- • Name – customer's name
- • Sex – customer's sex
- • Age – customer's age
- • FriPlay – friends playing (number of friends playing with us)
- • RelPlay – relatives playing (number of relatives playing with us)
- • IT-Tag – internal IT service tag
- • Port – internal IT port
- • HighWin – biggest win in the first 7 days
- • AqChan – acquisition channel (how was the customer acquired)

Apply your model on the observations in the sheet test.csv to find potential customers for a marketing campaign. Can you think of important or advantageous input parameters that are missing?

If you have some spare time prior to the interview, please prepare some slides to present your work, including your overall approach, model and a quick look at the code. Please note that it is more important to be able to explain your thought process during modelling than the accuracy of your model!