DS-SF-27

Final Project 1

The Problem 1

Mobile app growth is a function of acquiring new users and retaining them. My company, Bleacher Report, is good at acquiring new users but we need to improve at retaining them to grow our MAU base.

Retention is also heavily dependent upon the experience and the actions users take with(in) your app, especially in the first session with the app.

I want to be able to predict when a user is likely to be retained based on the actions they take in the app.

The Data 1

- The data will come directly from Bleacher Report.

- We have in-app event analytics such as screen views, taps, time spent, etc. I'm going to focus on events that occur within a user's first session with the app.

- From beginning of 2016 to know.

(The data is unstructured as of right now, but we're working on providing structure)

Hypothesis 1

We can reliably predict if a user will be retained by the time they spend in app in their first experience and if they enable notifications.

Hypothesis 2

We can reliably predict if a user will be retained by the number of articles they read in their first session.

Hypothesis 3

We can reliably predict if a user will be retained by the # of streams they add.