**Analytics Assignment - Churn Analysis**

Attached data is for an app that lets users pay their bills. For every bill payment, users are given coins with value equal to payment amount. Users can use these coins to claim or purchase ‘rewards’ on the app.

1. How would you measure user churn for the said app?
2. Here is one possible definition of churn - if the user didn’t make a payment on the app after making the first payment. Using this definition of churn and the sample data provided, we want to understand what drives users to churn from the app and what we can do to improve the same. The attached dataset has measurements/attributes of the users as well as whether or not they churned. The meaning of columns is given in the data dictionary file.
   1. What insights can you draw from the given data - related to churn behavior.
   2. Can you come up with a few recommendations for improving churn rate? What would you do to verify/experiment/track effectiveness of these recommendations?
   3. What additional data would help your analysis/recommendations?

**Expected format -** Any format is fine. Submission should contain answers to the above with details of analysis done.