

Assignment

Identify which users will most likely NOT enrol in the paid products, so that additional offers can give to them. Because of cost, company does not want to offer them to everybody, especially customers who are going to enrol.

In today's market, many companies have mobile presence. Often, these companies provide free product/services in their mobile app in an attempt to transition their customer to a paid membership. Some examples of paid products, which originate from free ones, are YouTube Red, Pandora Premium, Audible Subscription and you need a Budget. Since marketing efforts are never free, these companies need to know exactly who to target with offers and promotions.

Data Dictionary:

User: User id

first_open: First app login

dayofweek: Day of the week of first login

hour: Hour of first open

age: Customer age

numscreens: Number of screen customer visited during free download.

Minigame: 1 if played mini game else 0, Mini game is premium feature

used_premium_feature: 1 if used premium feature else 0

enrolled: enrolled for paid subscription this is the target variable (1 enrolled else 0)

enrolled_date: date of enrollment

liked: 1 if liked else zero.

1. Identify and define the problem statement clearly also mention why it is necessary for an organisation to solve the problem.
2. Define any hypothesis if possible.
3. Do the EDA of dataset and explain the observation you got from the dataset?
4. Develop the machine learning algorithms. Compare between different and select one which is best suitable for the problem statement. Give recommendations.

Instruction to Learners:

1. Submit your work in HTML format with all the results. (File name: Yourname_ML_Assignment)
2. Create visualization wherever necessary.
3. All comments/inferences/insights/reasons for doing a particular tasks etc should be written as a 'markdown text'
4. Learners are advised to provide their original solutions for the problem statement.