**Data Set Description: Go Daddy Domain Registration Data**

**Fields**

* domain: [STRING] Registered domain
* creation\_date: [DATE] Rate of registration of domain
* expiry\_date: [DATE] Date when the domain expires/comes up for renewal
* reseller: [STRING] Go Daddy (reseller where the domain was registered)
* registrant\_country: [STRING/FACTOR] Country of customer who registered the domain
* reg\_price: [NUMERIC] Price at which the domain was registered (USD)
* renewal\_status: [FACTOR/BINARY] Whether the domain renew or did not renew before the expiry\_date

**Problem Statement:**

Go Daddy is a domain reseller/retailer for Radix TLDs. Radix utilizes domain lifetime value metric for all strategic and tactical decisions related to the business. The first step of determining the domain lifetime value is to predict the renewal rate of a domain. Given the data we get from Go Daddy you need to come up with a machine learning model to predict the renewal rate of the domains registered.

**Expected Outcomes**

1. Perform EDA on the Data Set Given
   1. Provide various descriptive statistics related to the dataset
   2. Perform Multivariate Analysis on the given dataset
2. Build a model to predict the renewal rate of domains