VI Data Science Home Assignment — Instructions

Overview
Our client, WellCo, is experiencing increased member churn and seeks our assistance in reducing it. Your primary objective is to provide a ranked list of 'n' members for prioritized outreach. Since outreach incurs a constant (unknown, and marginal) cost, you must also determine the optimal value for 'n'.

Data Provided

- web_visits.csv
- app_usage.csv
- claims.csv
- churn_labels.csv
- wellco_client_brief.txt
- Baseline files: auc_baseline.txt, classification_report_baseline.txt
- Schema files:
    - schema_web_visits.md
    - schema_app_usage.md
    - schema_claims.md
    - schema_churn_labels.md

Required Deliverables

- A public Git repository containing a reproducible end-to-end solution.
- A README file detailing setup and run instructions, along with a concise description of your approach.
- An executive presentation (3-5 slides) tailored for non-technical stakeholders.
- A CSV file containing a sorted list of the top 'n' members for outreach. This file must include, at minimum, member_id, a prioritization score, and the member's rank.

Evaluation Criteria
Your submission will be evaluated based on the following aspects:

- **Code Clarity and Readability**
- **Solution Robustness**
- **Visualization Quality**
- **Presenting Results**
- **Storytelling**