Defining Churn

Selecting the Critical Event

App open	The event of a user opening the app
Interactions	Interactions include likes, comments, bookmarks
Posts	The event when a user posts on the platform

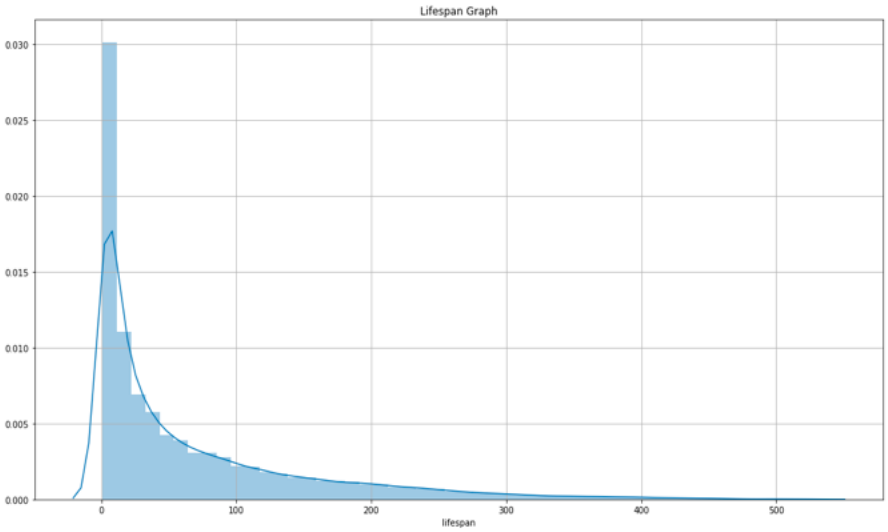
As the app open data was not captured over time making it unable to use this definition.

The comment data was not available for all months and hence in the past data

User creating content on AcmeCorp was captured and is also the recommended indicator of engagement

Lifespan of a User

Observation Period: December 1st, 2017 to Feb 1st 2018



Analyze user lifespan to check the optimum time_duration to be considered from the data. Here we look at the lifespan i.e. time from first post to last post and consider the mean to the optimal time_duration.

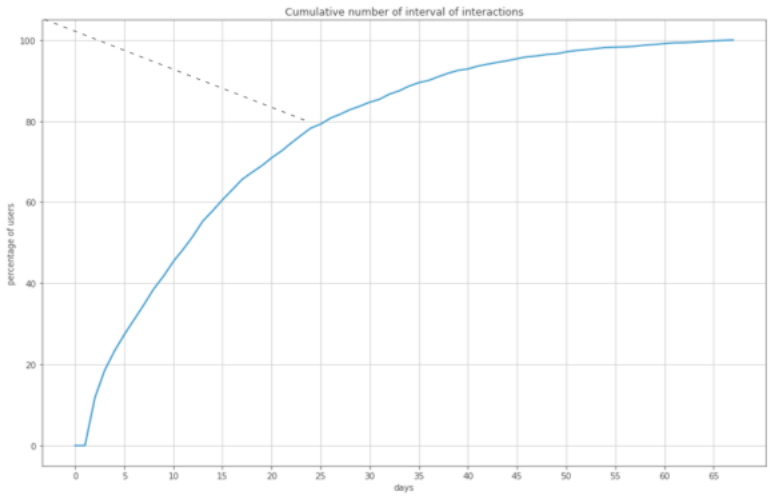
From above findings the mean lifespan is 67 days, thus we can roughly estimate time_duration = 70 days

How often do most people perform *this* event?

Usage Interval

26 Days

is the optimum interval at which most of AcmeCorp users are performing the critical event again



Percentage of Users	25%	50%	75%
Interval Length	4 Days	11 Days	22 Days

The optimum usage interval is the truest indicator of how you should expect your users to behave. If you decide to choose a custom interval, then the Churn prediction system might not perform that well

Learn more about Class imbalance

Churn Definition

Users who do not post again in 26 Days are considered Churn