**The churning prediction model**

The goal of the model is to accurately identify which customers are potential churners. In this case of a betting platform, a churner is classified as a user who is about to be inactive for 30 days from the date of observation (no placed bets or deposit).

The datasets I used for the assignment were given to me by a friend who attended a data science workshop where he had the same assignment.

Before running the colab notebook the datasets igraci.csv and zadatak.csv need to be uploaded to Google drive and placed in MyDrive folder since that is where the datasets are being uploaded from to the notebook.

The datasets contain information on the customers(players) of the betting platform including customer demographics, transaction history and gaming preferences.

The first dataset zadatak.csv contains customer transactions with the following information:

* PlayerId: unique identifier for each customer
* TransactionHour: datetime data type that represents the date and time the transaction has been made
* Product: specific product on which a customer placed a bet or made a deposit. Contains 7 different possibilities
* TransactionType: defines the type of transaction that occurred (TicketPayin, TicketWin, Deposit, Withdrawal, etc.) Contains 9 different possibilities.
* Amount: defines the amount of the transaction
* Count: defines the number of transactions of the same type and same product that appeared in the same hour

The second dataset igraci.csv contains following information on customers:

* PlayerId: unique identifier for each customer
* Birthdate: the date of birth of the player
* City: the city in which the player is located
* RegistrationDate: the date when the player registered to the platform
* RegistrationHour: the hour of the day when the player registered to the platform
* IsOptOut: a flag indicating whether the player has opted out of receiving marketing communication from the platform
* RegistrationTerminal: the device used by the player to register on the platform

Fran Zvonimir Zgombić