

Modeling Notebook - India Phone Usage

1. Problem Definition

- Objective: Predict the primary phone usage of a user.

2. Model Selection

- Classification Model: Predict `Primary Usage`
- Features: `Age, Brand, Gender, Screen Time, Data Usage`

3. Data Preprocessing

- Encoded categorical variables (Brand, Gender).
- Standardized numerical variables (Screen Time, Data Usage).
- Split dataset (80% train, 20% test).