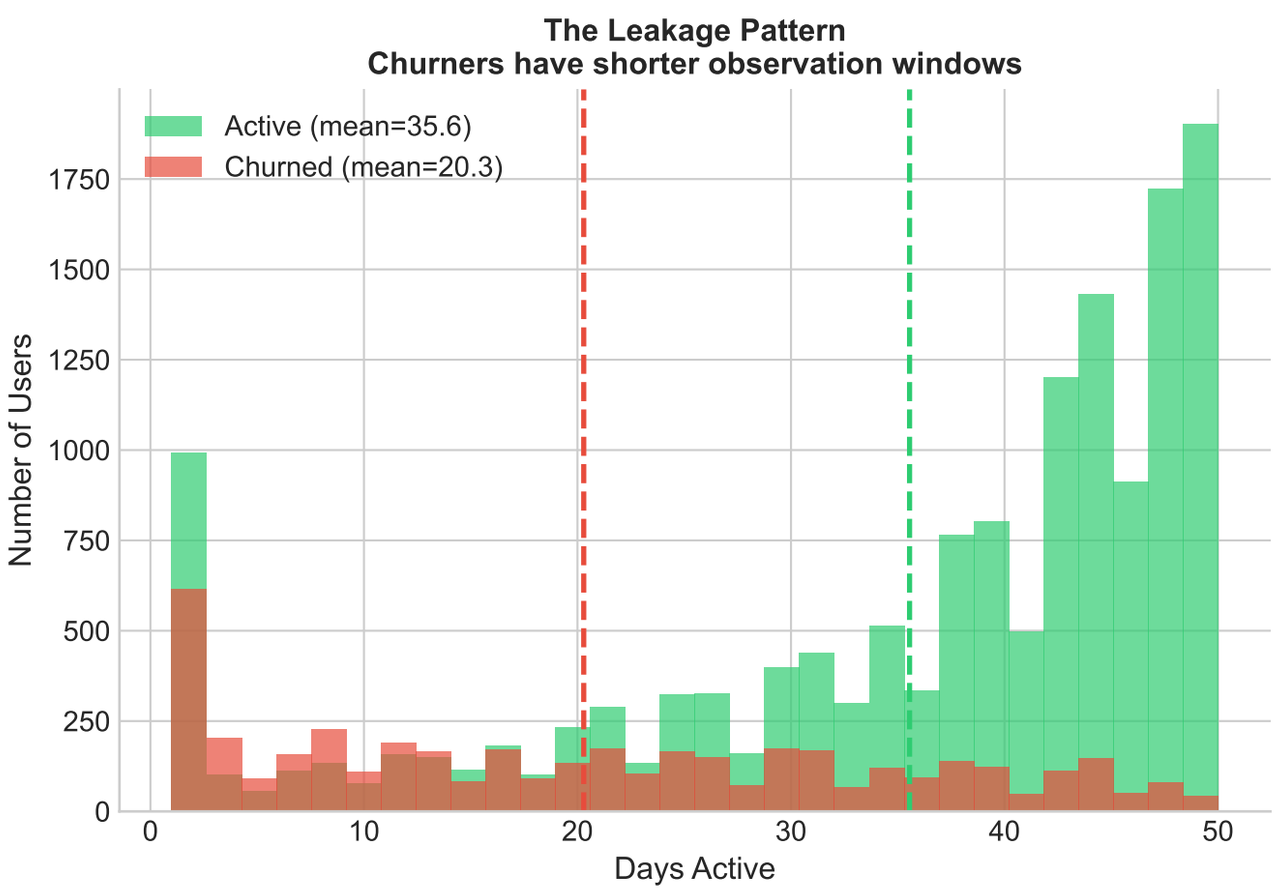
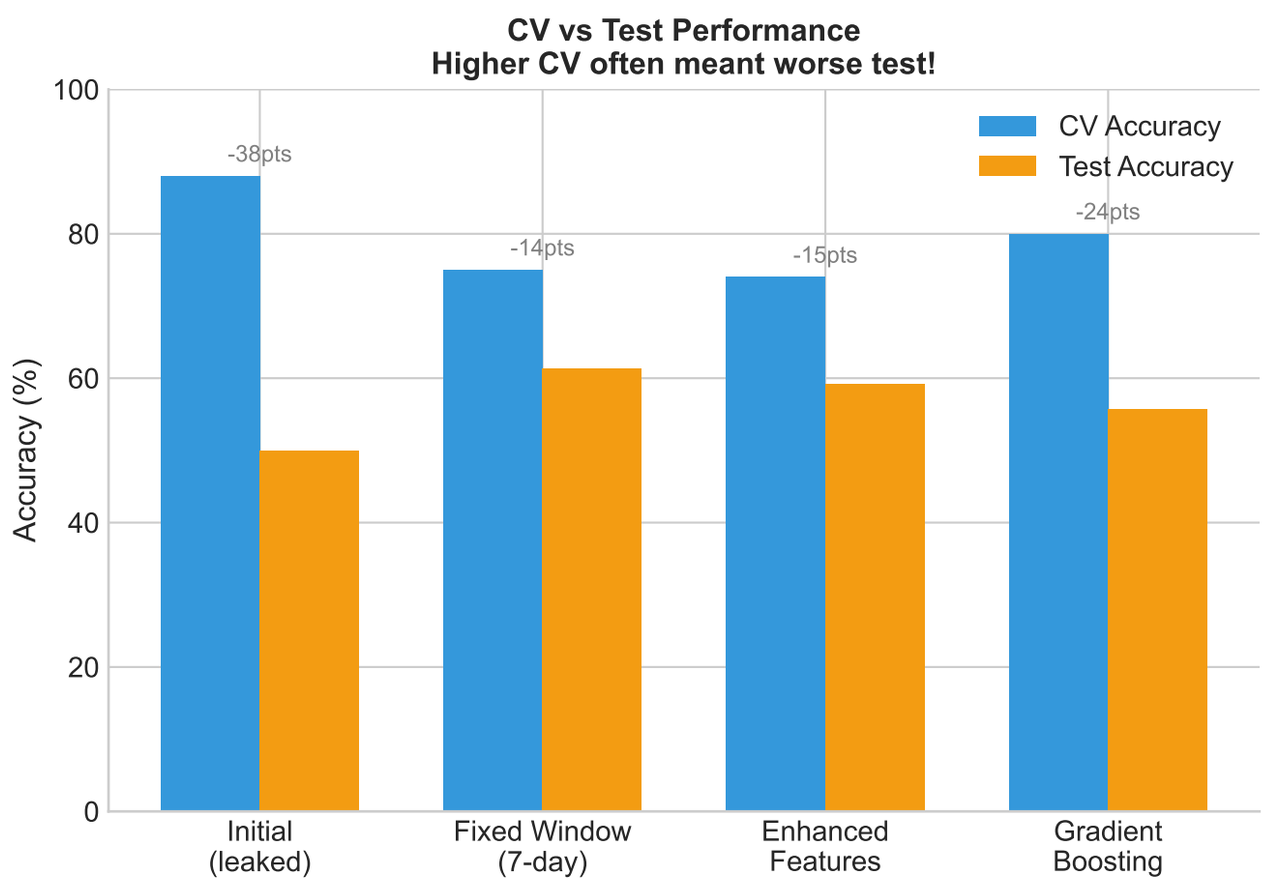

The Leakage Pattern
Churners have shorter observation windows
Active (mean=35.6)
Churned (mean=20.3)
Number of Users
Days Active
0
250
500
750
1000
1250
1500
1750
0
10
20
30
40
50


CV vs Test Performance
Higher CV often meant worse test!
CV Accuracy
Test Accuracy
Accuracy (%)
0
20
40
60
80
100
-38pts
-14pts
-15pts
-24pts
Initial
(leaked)
Fixed Window
(7-day)
Enhanced
Features
Gradient
Boosting