List of features used in the model

SegmentName

Emails\_Recency

status

Duration

EventsAttended\_LastDate

Hits\_LastDate

CollegeProspects\_LastDate

created\_at

updated\_at

Month

Unnamed: 0

MSG\_CHURN

Made\_Team?

ID

subscription\_Ended

AthleteSub

Athlete

Subscription

DateNum

MessagesSent\_LastDate

MessagesReceived\_LastDate

Emails\_LastDate

AthleteRecordNumber

Gender

SportEventsAttended

EventsAttended\_Frequency EventsAttended\_Recency

Hits

Hits\_Frequency

Hits\_Recency

Hprofileview

Hcoachimport

Hmessage

HsearchhitHNULL

Hcoacheval

Hvideoview

Hemailopen

Emails

Emails\_Frequency

EAthlete newsletter

Eathlete\_new

Eathlete\_new\_info\_request

ECCNote

ECCNote\_camp

Ecoach\_list\_known\_updated

ECoachEmail

OpenECoachEval

ECoachImport

ECoachSearchHit

ECoachVideoViewHit

ECoachVisit

Ecolleges\_going\_to\_the\_event

Efailed\_subscription

Ehighlight\_video\_\_regathlete\_11

Ehighlight\_video\_\_regathlete\_2

Ehighlight\_video\_\_regathlete\_4

EEmailsDigest

Eparent\_new

Eparent\_welcome

Epost\_event\_email

Esms\_updateCollegeProspects

CollegeProspects\_Frequency

CollegeProspects\_Recency

MessagesReceived

MessagesReceived\_Frequency

MessagesReceived\_Recency

MessagesSent

MessagesSent\_Frequency

MessagesSent\_Recency

CaptainU\_CHURN

NumYear

NumMonthSubscriber?

monthly\_price

Subscriptions\_BOM

Subscription\_Started

Subscriptions\_EOM

RecencyNowRecencyStat