note

Use of Login data

As someone who recently forgot to pay his hydro bill for 2 consecutive months (oops), this problem feels quite personal to me =p.... one possible variable that an analytics model could use is whether the customer has an online account with the hydro company. There might be a relationship which is worth investigating. Additionally, for those who has an online account, we can look at their login history to see whether a nonpaying customer logged into the system, saw their bill, and maybe decide to not pay. This can be done as additional binary factors in any factor based model that we decide to use.

week8

Updated 1 day ago by Garon Chu

followup discussions for lingering questions and comments