

# The CHALLENGE

## “Pampers Collecting Anti Churn Model”

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# The Challenge – «Pampers Collecting Anti Churn Model»

## Background

Parents use Pampers app to experience a digital collecting linked to bought products.

They're engaged to the app activities and the bought products allow them to gain points and ask for rewards.



## Objective

Understand the mums behaviour and prevent churning using a predictive model.



# Game Rules

## Available Datasets

- Mums anagraphic: info on geography and children age
- Mums Interactions with the App: number of times the mums enter into the app
- Code Uploads to gain points: uploaded products (in mission and outside missions)
- In App Missions: Participation to gain Points (app activities attended)
- Awards Requests: Requested awards

## Link

[Mappa\\_dataset.xlsx](#)

[business\\_game\\_napoli\\_pickle.zip](#)

[business\\_game\\_napoli\\_csv.zip](#)

# Game Rules

## Challenge Desired Outputs:

- Model results
- Results presentation
- Model scripts

## Evaluation Criteria:

- Model Accuracy
- Scripts quality
- Out of the box thinking
- Presentation

**Should you have any questions, please write to:**

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