**Problem Statement**

* To predict the longterm subscriber value segment (ex. High, Medium, Low, Promo Expire) 2 weeks after start of subscription. These metrics could be useful to both Finance team for the purpose of budget calculation as well as to the Product team for the purpose of product optimization

**Data Dictionary**

* Due to privacy reasons I won’t be able to share the complete set
* There are 27 features in the data
* 10 Categorical and 17 Continuous features

**Methods/Models to be used**

* Classification algorithms such as Decision Trees and KNN

**Assumptions**

* Training data will be more than one year old in order to identify high value users
* The timeframe is for one month of data during which there was a 30 day free trial offer, since then the company has moved to 30 day free trial permanently.
* The model will not include the live TV product.
* Some risks involved could be relevancy of the model due to product changes in the recent months since the data to be used is more than one year old.

**Evaluation**

* To be able to predict Long Term Subscriber Value Segment with accuracy of > 90%