Streaming Service Churn Prediction Project

What

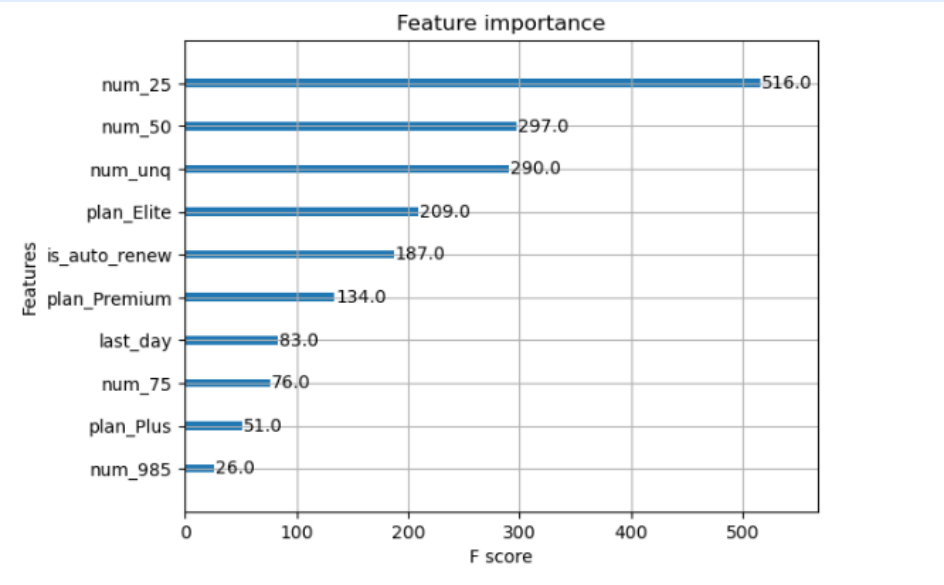
The streaming company seeks to improve retention of users during trial time and answer the following: **What's likely to make the user churn?**

How

Since the target is binary, a binary classification machine learning model was built. The tree-based XGBoost model outperformed the other models.

Why

The model can help predict whether or not a user will cancel the subscription and identify the factors that are most influential and enable the team to make decisions to improve retention and the user experience.



Barplot shows that the number of songs skipped before it achieves 50% length, the plan type, whether or not the renew plan was set to be automatic and last day of trial time were the most influencial features.

Insights

- Send a reminder message/email when the renew day is coming.
- Evaluate the cost-benefit relationship between the plans offered.
- Analyze if Recommendation System and app is working well for all the users.

Next Steps

Get data about user preferences and information on interaction with the platform in each login to improve the model performance and get more insights on users retention.