

# Zoosk

## Churn Analysis

# Topic

- Predicting Churn within paid customers at Zoosk
- Identify customers who cancel their subscriptions within 30 days
- The data includes customers with their interaction on the site within 7 days of subscribing
  - Can we use user interactions on the site to predict whether or not they will churn?

# The data

- Cancel 30 - whether or not the user cancels within 30 days
- Outgoing & incoming messages within 7 days
- Outgoing & incoming profile views within 7 days
- SmartPick matches within 7 days
- Carousel matches within 7 days

# Pearson R's correlation

- Weak correlations between almost all the interactions and cancel 30

	iswinback	gender	cancel_30	i_fr_7d_after_sub	i_pv_7d_after_sub	o_fr_7d_after_sub	o_pv_7d_after_sub	i_messages_7d
iswinback	1.000000	-0.015050	0.007191	-0.038560	-0.018226	-0.029680	-0.033371	0.006884
gender	-0.015050	1.000000	0.104864	0.404807	0.490119	-0.136899	-0.189126	0.328365
cancel_30	0.007191	0.104864	1.000000	0.039461	0.044173	-0.026100	-0.021393	0.035506