```
from src.libs.lib import *
import pandas as pd
import matplotlib.pyplot as plt
dfs = load_data_db()
df = dfs["days_until_first_contract_and_price"]
df = df[df["week"] >= 0]
mask = df["total_contracts_until_week"] <= (df["week"]+1)*7
df = df[mask]
df["retention"] = (df["status"] == "Active").astype(int)
```

```
Nome do estudo: 7 - AHA! Moment - Otimização da taxa de retenção
Hash numérica de 5 dígitos: 05259
Execução em: 2025-04-03 15:52:16
Conexão estabelecida com sucesso!
```

```
df.head()
```

	type	status	driver_id	week	total_contracts_until_week	total_value_until_week	retention
0	Diária	Active	137	7	1	915	1
1	Diária	Churn	868	7	1	2275	0
2	Coleta/Entrega	Active	881	9	1	3120	1
3	Coleta/Entrega	Active	881	10	2	4940	1
4	Coleta/Entrega	Active	881	11	3	5219	1

```
df.to_csv("src/data/days_until_first_contract_and_price")
```