

## **Data Set Description**

This data set represents the behavioral data of a utility app designed for car-related transactional services. The app is subscription-based, and users are charged monthly or annually.

The transaction (event «Transaction») is the primary feature that proves the user is getting value from the product. As long as the user has them - there is an economic sense for this user to keep paying for the app.

App operates in various regions of the United States, and the service structure differs significantly from state to state as the service/transaction availability differs for each state.

Also, users have slight differences, some of them need to conduct transactions more frequently, and some less often. The best example, in this case, would be Uber - some people need to drive more regularly, and some use the app only occasionally.

The dataset contains data for the year 2022 and has the next events:

- Transaction Refund - user receives a refund, because he probably didn't perform the Transaction and was charged by mistake
- Order - target transaction performed, also has multiple event properties included
- Account Setup Skip - users skip registration
- Signup Success - successful registration, includes information about the Signup method - social network, email, etc
- Add Vehicle Success - vehicle registration, part of the onboarding process, also includes the information about the vehicle.
- Add Vehicle Break - user didn't complete vehicle registration
- Add Payment Method Success - user adds the credit card
- Add Payment Method Failed - user experiences failure while adding the payment method
- Email Confirmation Success - user passes through the email verification process, now we are user he receives messaging from the product
- Chat conversation Opened - user contacts the Support, that's usually is not good, something is probably going wrong
- Sign Out - user signs out from the account, maybe he even wants to terminate the subscription, but this is not a complete action to close the account
- Account History Transaction Details - user checks some particular transactions, usually he is either savvy and likes to audit the expenses or he has a suspicion that there might be some billing errors
- Wallet Opened - user checks his balance state
- Subscription Premium - user buys a monthly or annual subscription
- Subscription Premium Cancel - explicit churn event - user has canceled the subscription. That's the event we want to predict and prevent
- Calculator view - users want to get an idea about the cost of future transaction

## **Assignment**

Identify a set of events and parameters with the highest or lowest correlation with the potential account cancellation. Prioritize the events, event properties or user properties, which have highest or lowest correlation with the account cancellation