

Data Science Meeting

Mar 30, 2023, 02:11:39

Jury announcements

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B. Where are all the clients?

One of the problems in the service industry is customer churn. Many clients buy subscriptions, but stop visiting establishments and cancel them before the expiration date. The administration of the fitness center is going to understand what makes users leave and develop a strategy for working with clients. To combat churn, information about customers was collected.

The data can be downloaded from the link <https://yadi.sk/d/Fr6homFYTsakFw>.

Data

- Row – (int) data row index
- Registration – (int) unique client number
- Zipcode – (int) client index
- Age – (int) age
- Partner_company – (0/1) whether the subscription was sold under the affiliate program
- Friend_promo – (0/1) whether the subscription was sold on the recommendation of a friend
- Contract_period – (int) subscription duration in months
- Lifetime – (int) duration of the browsing history
- class_registration_weekly – (float) average number of classes per week
- Avg_additional_charges_total – (float) average charge for additional services
- Cancellation_freq – (float) (float) average number of cancellations and missed classes
- Exited – (0/1) whether the subscription has been canceled

Study customer profiles and analyze why they refuse services. Make a forecast for different groups of customers: those who can leave and those who stay.

You need to make a forecast for each specific client.

You also have an additional list of clients who have expressed similar grievances. Based on their data, you need to predict which of them will leave and who will stay. The new prediction data is in the file below.

Input Format

The data can be downloaded from the link <https://yadi.sk/d/myTXgFFCsRRqoQ>.

Output Format

gym_test.csv with an added Exited column filled with prediction values 0 or 1.

Note: Do not change the order of the columns in the table.

Notes

You don't have to use specific data analysis tools, but you can.

Hint: Try to find the rules for the labeled sample and use these heuristics to solve.

The decision will be valid if the value of the F1-measure is at least 0.9.

✓ Your solution has been successfully submitted

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30 Mar 2023, 14:11:35	84846015	B	No-compiler	submitVerdict__wrong	-	0ms	0B	1	- report