Understanding why players stop engaging with video games is a critical challenge for developers aiming to maintain a strong player base. This project explores the factors that contribute to player churn, such as gameplay patterns, in-game events, and player progression. By analyzing data from game logs and player activity, the goal is to identify key factors that predict when players are likely to stop playing, which can provide valuable insights for improving retention strategies.

Current research has examined various gameplay factors like session length, login frequency, and in-game achievements to better understand retention and churn. However, there is still much to explore, especially regarding demographic influences and the impact of external factors, such as media coverage on platforms like Twitch or YouTube. Using data from sources like Kaggle and the Steam API, this project will attempt to develop a model that identifies patterns in player activity and predicts potential churn, providing actionable insights for game developers.