

## Purpose of the Project

This project aims to enable gaming platform to make **data-driven decisions** that enhance player retention and optimize revenue. It does this by:

1. **Predicting Churn:** Identifying players at risk of leaving the game, allowing the business to take timely retention actions.
  2. **Analyzing Revenue Trends:** Understanding how revenue is distributed across user tiers and platforms to uncover opportunities for growth.
  3. **Evaluating Feature Impact/Decisions:** Measuring the success of new game features (e.g., Golden Spin redesign) using A/B testing to ensure positive business outcomes.
  4. **Targeted Marketing:** With insights into churn probabilities, marketing campaigns can focus on high-risk players, improving ROI.
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## Key Features

1. **Interactive Dashboard:**
  - Visualizes player engagement, churn probabilities, and revenue distribution.
  - Allows stakeholders to explore key metrics and download raw data for further analysis.
2. **Churn Prediction Model:**
  - Predicts the likelihood of a player churning based on behavioral data (e.g., Daily Active Time, Days Since Last Login, Purchases).
  - Helps the business proactively retain high-risk players with targeted offers or personalized experiences.
3. **Revenue Analysis:**
  - Breaks down revenue by player tier and platform, highlighting which groups drive the most value.
  - Provides actionable insights to optimize monetization strategies.
4. **A/B Test Analysis:**
  - Measures the effectiveness of the redesigned Golden Spin feature.
  - Ensures changes improve revenue and engagement through rigorous statistical testing.