YOUKID

PROJECT

WWW.YOUKID.CO.IL

PROBLEM AND RESEARCH QUESTION
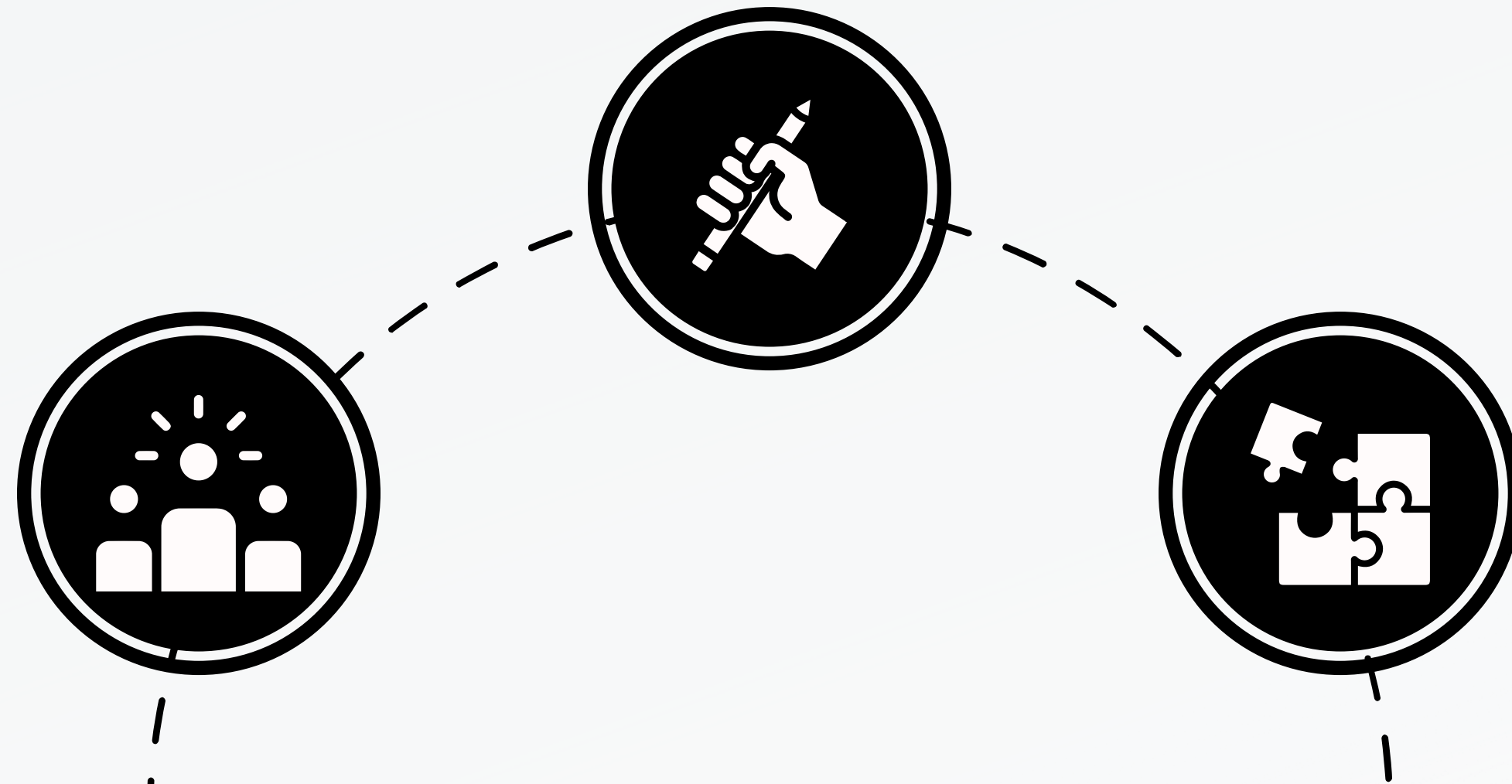
Youkid application

youkid is a VOD and games application created especially for children in a safe environment

Problem

By creating a user, anyone can access the application, If a user spends more time using the application, is he or she likely to wish to subscribe to the application?

research QUESTION

What is the probability that a user will buy a subscription to the youkid app?

SOLUTION

DATA MODELING

- By analyzing application activity data, we are able to predict the likelihood of a subscription being purchased

- Based on the information we received, we used different parameters for creating the model, such as:
  - –UUID
  - –Gender
  - –Game types
  - –Session Start
  - –App Crashed
  - –Platform
  - –Subscription Offered
  - – Subscription Purchased

MODEL – LOGISTICS REGRESSION

This type of statistical model (also known as logit model) is often used for classification and predictive analytics. Logistic regression estimates the probability of an event occurring, our event is user subscription

RESULTS RESULTS

At the initial start, the data has been imbalanced. We have managed to balance the data with SMOTE function We have improved the reliability of predicting the research question.

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Accuracy: 0.8274799753542822
Precision: 0.11186440677966102
Recall: 0.6470588235294118
F1 Score: 0.19075144508670522
```

Smote– function is used for oversampling imbalanced datasets by generating synthetic samples of the minority class.
Accuracy–model accuracy refers to how well the predictions are made overall
Precision–the proportion of true positive predictions out of all positive predictions in the model
Recall–Calculates how many of the positive cases the model is able to identify correctly
F1 score– Provides a balanced measure of model performance by considering accuracy and memory

82%