

Creation of data predictive models in order to detect the churn



Who we are?

- Kerad Games is a **mobile apps development company** based in Barcelona.
- Founded in 2011 by FC Barcelona player Gerard Piqué, the company now has 40 employees.
- **Golden Manager**, our first football video-game, has more than **10 million users** around the world!



What is the CHURN?

- The **churn** is the percentage of users who leave our game in any period of time.
- The **retention** is the percentage of users who keep playing in our game after any period of time.
- If we have 10 new users today and only 4 are still playing tomorrow, then:
 - Churn rate → 60%
 - Retention rate → 40%



CHURN
⇔
RETENTION

The project we offer

- The aim of the project is to **study our users' behavior and create predictive models** that could help us to detect which users are going to abandon the application, in any given time.
 - Understand what factors lead to this churn, then apply these insights to **propose measures in order to avoid it.**
 - Implement these measures, **test different techniques** to avoid this churn and **report about the results** to keep improving.
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Our current data

- 200 GB Amazon Redshift database
- 10,2 million users
- 120k Daily Active Users
- 600k Monthly Active Users
- 2,5 million events/day
- 75 million events/month



Join us!



Work in an **awesome start-up environment** with people passionate about what they do.

Be part of a **multidisciplinary team** where your opinions and proposals will be valued from day one



Prove your capacity to work with large amounts of data and your problem-solving abilities

Have a great opportunity to work for Kerad Games in a **full-time position** and grow together

