Waze User Churn Project | Exploratory Data Analysis

Executive Summary Report

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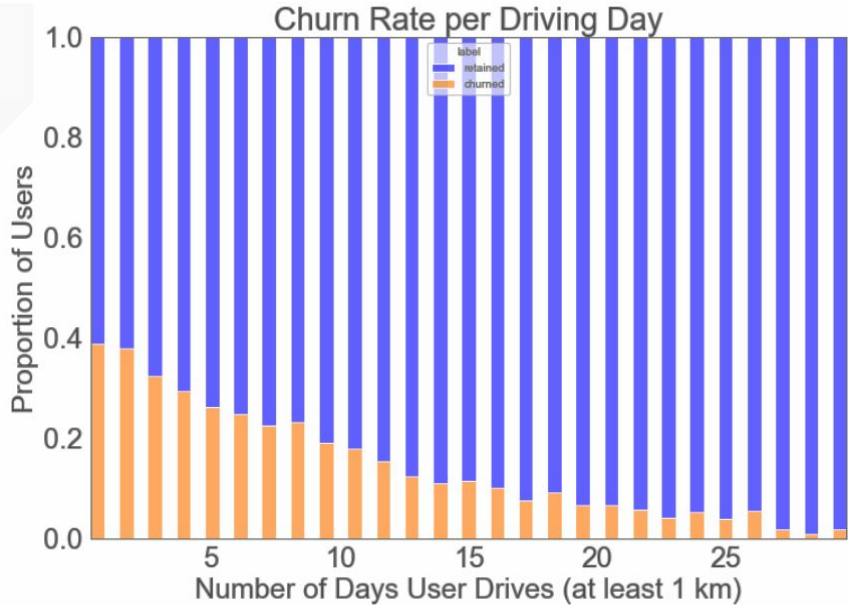
Project Overview

This project meticulously examines the patterns of the Waze app users, amalgamating data-driven insights with visual narratives. As Waze pioneers in a revolution in travel navigation, the strategic objective is to fortify its trajectory by understanding and subsequently mitigating user churn through predictive modeling. This journey commences with a rigorous Exploratory Data Analysis (EDA), laying the foundation for subsequent interventions.

Key Insights

- **The overall churn rate is ~17%.**
- **The type of device used does not influence the churn rate.** This suggests that the user and app experience are consistent across all devices.
- **Recently onboarded users are as actively engaged as users who onboarded a while ago.** This indicates that the app's value proposition remains consistent across all tenures.
- **There is a pronounced relationship between number of days users drive and their likelihood to churn.** Users who drove more are less likely to churn.
- **Driving habits, in terms of kilometers driven per day, impacts retention.** The churn rate increases as the average kilometers driven per day increases.
- **Several variables had values that are improbable**, such as: driven_km_drives, activity_days and driving_days.

Details



The illustration shows that infrequent Waze users, (in orange color), churn more. To reduce churn, there's potential in enhancing user engagement through personalized recommendations & incentives for frequent use.

Next Steps

- ❑ Investigate the anomalies to understand if they stem from data collection errors or if they represent genuine outliers.
- ❑ Run deeper statistical analyses on the variables to determine their impact on user churn.
- ❑ Use insights from the EDA, build and deploy machine learning models to predict user churn.