

# Waze

Abdelrahman ALqablani

---

## Overview

Waze leadership has asked the data team to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

## Problem

Waze wants to understand why some users stop using the app and how to predict which users are likely to churn, so they can take action to retain them.

## Solution

Build a machine learning model that can predict whether a user is likely to churn or stay active based on their app usage behavior.

---

## Details

I started by exploring and understanding the dataset structure, reviewing user activity features such as sessions, drives, activity days, distance driven, and device type. I checked for missing values, reviewed summary statistics, and compared the behavior of churned and retained users to identify patterns that could help the model distinguish between them.

---

## Next Steps

The next step is to clean the data, handle outliers and anomalies, select the most important features, and begin building and testing a churn prediction model.

