

Waze

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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.

