Waze User Churn Analysis
Exploring factors influencing user retention and churn

Overview

Waze aims to understand why some users stop using the app ("churn") while others remain active.

This analysis explores user activity data — including sessions, drives, and total kilometers — to uncover behavioral trends tied to churn.

Insights will help improve user engagement and retention strategies.

Objective

Identify **key factors correlated with user churn**.

Compare churn behavior between **device types (Android vs iPhone)**.

Explore how **driving activity and app engagement** influence churn likelihood.

Provide **actionable recommendations** for reducing churn.

Results

Churn rate: ~17% overall, consistent across Android and iPhone.

Engagement link: Frequent drivers and active app users show *higher retention*.

Driving distance: Users driving *longer distances per day* are *more likely to churn*.

Tenure: Both new and long-term users are represented, but many long-term users recently increased activity.

Data quality: No major errors; some high-distance outliers capped at the 95th percentile.

Next Steps

1. Investigate **why long-distance drivers churn more frequently** — possibly fatigue, job change, or reliance on alternate apps.

2. Explore **external influences** (e.g., app updates, seasonal travel, or campaigns).

3. Develop **targeted retention strategies** for at-risk groups, such as long-distance or infrequent drivers.

4. Continue **monitoring engagement trends** to measure impact of interventions.