Workplace scenario

Background on the Waze scenario

Waze's free navigation app makes it easier for drivers around the world to get to where they want to go. Waze's community of map editors, beta testers, translators, partners, and users helps make each drive better and safer.

Waze leadership has asked the data team to develop a machine learning model to predict user churn. Churn quantifies the number of users who have uninstalled the Waze app or stopped using the app. This project focuses on monthly user churn.

This project is part of a larger effort at Waze to increase growth. Typically, high retention rates indicate satisfied users who repeatedly use the Waze app over time.

Developing a churn prediction model will help prevent churn, improve user retention, and grow Waze's business. An accurate model can also help identify specific factors that contribute to churn and answer questions such as:

- Who are the users most likely to churn?
- Why do users churn?
- When do users churn?

For example, if Waze can identify a segment of users who are at high risk of churning, Waze can proactively engage these users with special offers to try and retain them. Otherwise, Waze may simply lose these users without knowing why.

The insights provided will help Waze leadership optimize the company's retention strategy, enhance user experience, and make data-driven decisions about product development.

Team members at Waze

Data team roles

- Harriet Hadzic - Director of Data Analysis
- May Santner - Data Analysis Manager
- Chidi Ga - Senior Data Analyst
- Sylvester Esperanza - Senior Project Manager

Other roles in the scenario

- Emrick Larson - Finance and Administration Department Head
- Ursula Sayo - Operations Manager

The members of the data team have technical expertise in data analysis, and are familiar with terms and concepts from statistics and machine learning. To communicate effectively with data team members, messages should be clear, concise, and focused on key points.

Waze co-workers outside the data team may not have a background in data analysis, or be familiar with technical terms and concepts. When communicating with these co-workers, make sure to adjust the language to fit the audience, and clearly explain technical terms if necessary.

Note: *The story, all names, characters, and incidents portrayed in this project are fictitious. No identification with actual persons (living or deceased) is intended or should be inferred. And, the data shared in this project has been created for pedagogical purposes.*