Project: Waze Monthly User Churn Predictive Model

EDA Summary

Project Goal: Increase app growth by creating a predictive model that predicts Waze monthly user churn and accurately identifies who, when, and why users churn.

Memo Objective: This report highlights summary results of EDA.

Key Insights:

- Less than 18% of users churned and 82% were retained
- The ratio of churned users among iPhone and Android users is similar, indicating no correlation between iPhone and Android user churn rate
- When comparing the median of 'sessions'(occurrence of a user opening the app during the month) of 56 to the median of total number of sessions since a user on boarded to the app of 159, it appears that a large proportion of a users sessions have taken place in the last month
- Distance driven per driving day had a positive correlation with user churn, where the farther a user drove on each driving day, the more likely they were to churn
- Number of driving days had a negative correlation with churn. Users who drove more days of the last month were less likely to churn

Recommendations Based on Insights:

- For long-distance travelers, identify if where they are traveling is a vacation/road trip destination. If so, how can we introduce features to the app while they navigate long distances that will encourage them to use the app when they are in their hometown, which they may not need navigation for such as searching for nearby events, activities, food, or even check alternative routes if traffic is heavy
- Can we add a daily challenge/game in the app for users to complete that is relevant to their current location?

Questions on the Data Provided:

- Confirm that the monthly variables were collected during the same month, given the fact that some have max values of 30 days while others have 31 days.
- Were there any app features introduced or anything that changed in the last month to cause long-term users to suddenly use the app more than usual?
- Is there more information on what users utilize the app for if they are not navigating, such as what are session categories (checking route, checking ETA, driving, checking food nearby, etc)?
- Is there more data on churned users, as long-distance drivers are heavily represented and want to ensure this is the common churned user profile.