Project Overview: Waze Monthly User Churn Predictive Model

Preliminary Data 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 preliminary findings and key insights on the user-data provided, informing the next-steps of this project.

Key Insights:

- The data contains 13 unique variables with data types float, integer, and object, with a total of 14,999 entries. Of the 14,999 entries, 700 have missing values, all of which are contained in the 'label' column identifying whether a user has churned or been retained in the Waze app. There is no indication that the missing values are non-random, given the ratio of Android users and iPhone users in the full data set compared to the ratio of the data with missing values for each.
- Android users comprised approximately 36% of the data sample, while iPhone users made up about 64%.
- The ratio of iPhone users and Android users is consistent between the churned group and the retained group.
- Generally, users who churned drove farther and longer in fewer days than retained users. They also used the app about half as many times as retained users over the same period.
    - The median churned user drove ~200 more kilometers (124 miles) and 2.5 more hours during the last month than the median retained user.

Recommended Next Steps:

- ☐ Collect more data on the churned users. The findings imply they are long-distance drivers, implying that the Waze app may not fit their needs, which may differ from a typical driver
- ☐ Begin an EDA and create data visualizations to illustrate the narrative behind findings to guide project next steps