Project: Waze Monthly User Churn Predictive Model

Hypothesis Testing

Overall 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 analyzes the statistical significance of the mean amount of rides between iPhone and Android users on the Waze app to determine if user experiences differ, which may highlight user churn characteristics for the respective device.

Results of Hypothesis Test:

- Calculated Average Drives:
    - iPhone: 67.85
    - Android: 66.23

- The average drives per iPhone users are higher than Android users by about two percent. However, t-test results concluded that there is no statistically significant difference in average number of drives between iPhone and Android drivers.

Recommendations:

- Run more t-tests on other data variables to understand user behavior
- Given that user experiences appear to be similar, it can be useful to analyze amount of iPhone and Android users and increase efforts in marketing in respective device type that has less users to then collect more data on user churn