Waze App User Churn

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PRESENTATION AGENDA

- Project Overview
- Solution Process
- Model Comparison
- Key Findings
- Recommendations
- Questions

Project Overview

About Company

Waze is a navigation app that helps drivers around the world get to where they need to go, in the most safe and efficient amount of time.

The Problem

The main problem the company is having is user retention

The Goal

The goal of the project is to build a model that will predict if a user will ‘remain’ or ‘churn’.

Solution Process

Data

- The data used was provided by the Google Advanced Data Analytics Professional Certificate program. It contains synthetic data created in partnership with Waze.
- The original dataset contains 13 features and 14,999 entries

Analytical Approach

- Use Supervised Machine Learning Models
- Random Forest and XGBoost Model

Modeling Prep

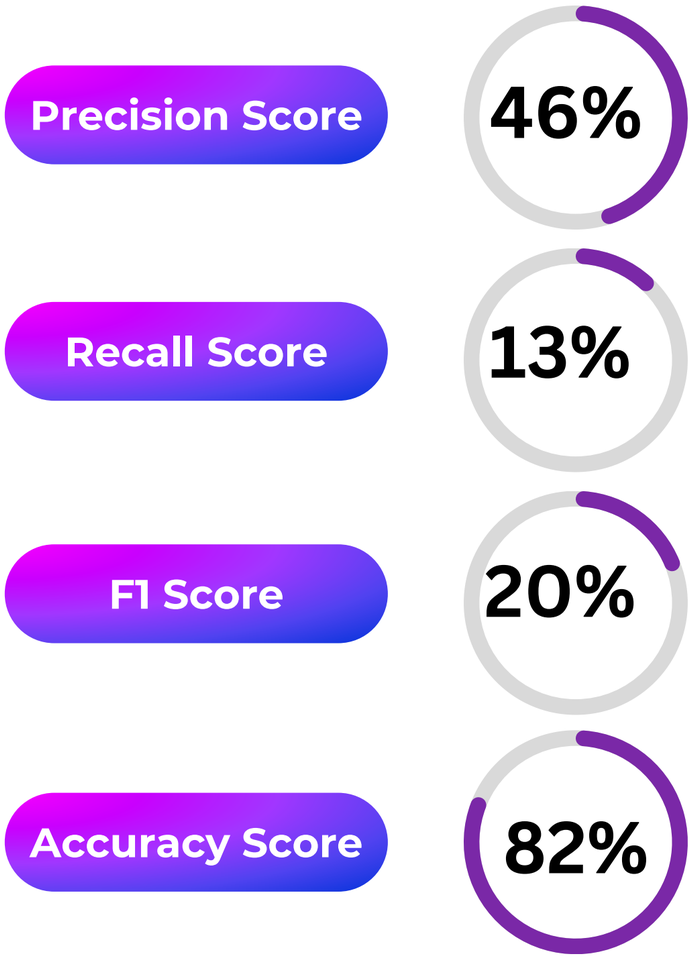
- The data was split into training, test and validation sets (60/20/20 split)

Model Performance

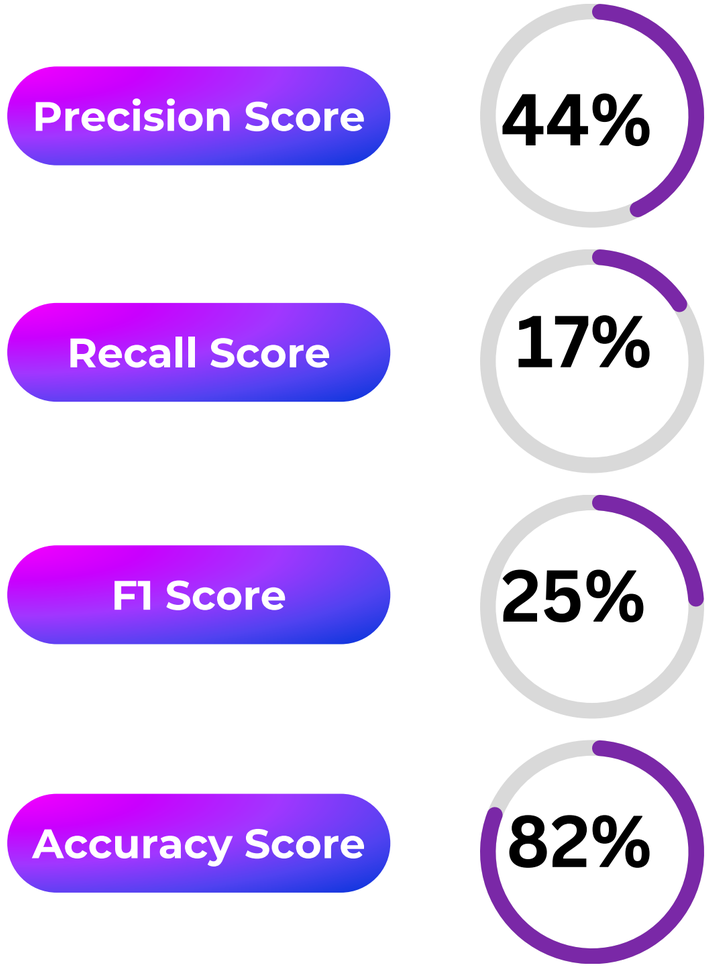
- Check evaluation metrics (Accuracy, Precision, F1 and Recall scores)
- Confusion Matrix

Model Comparison

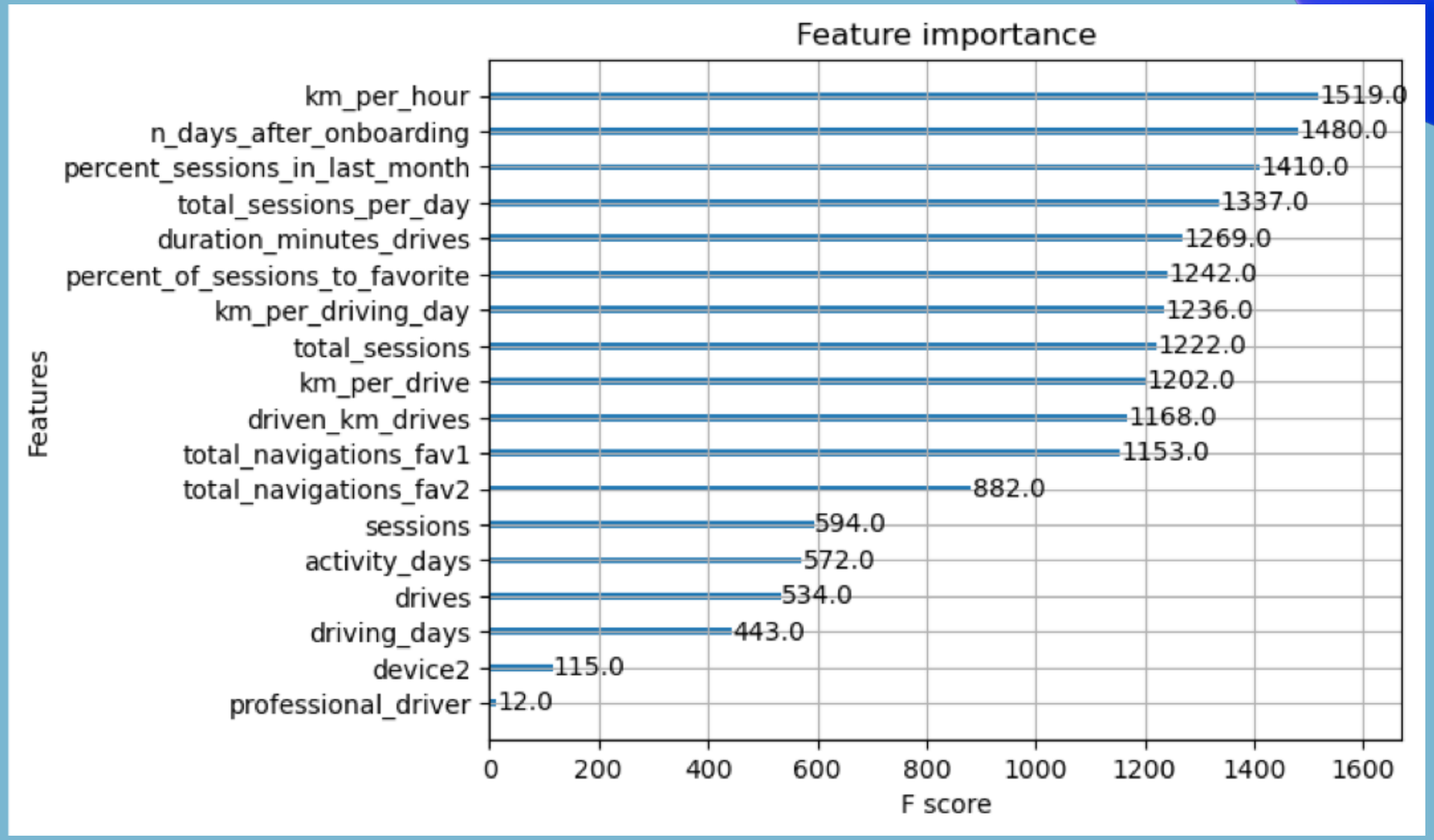
Random Forest Model



XGBoost Model



Key Findings



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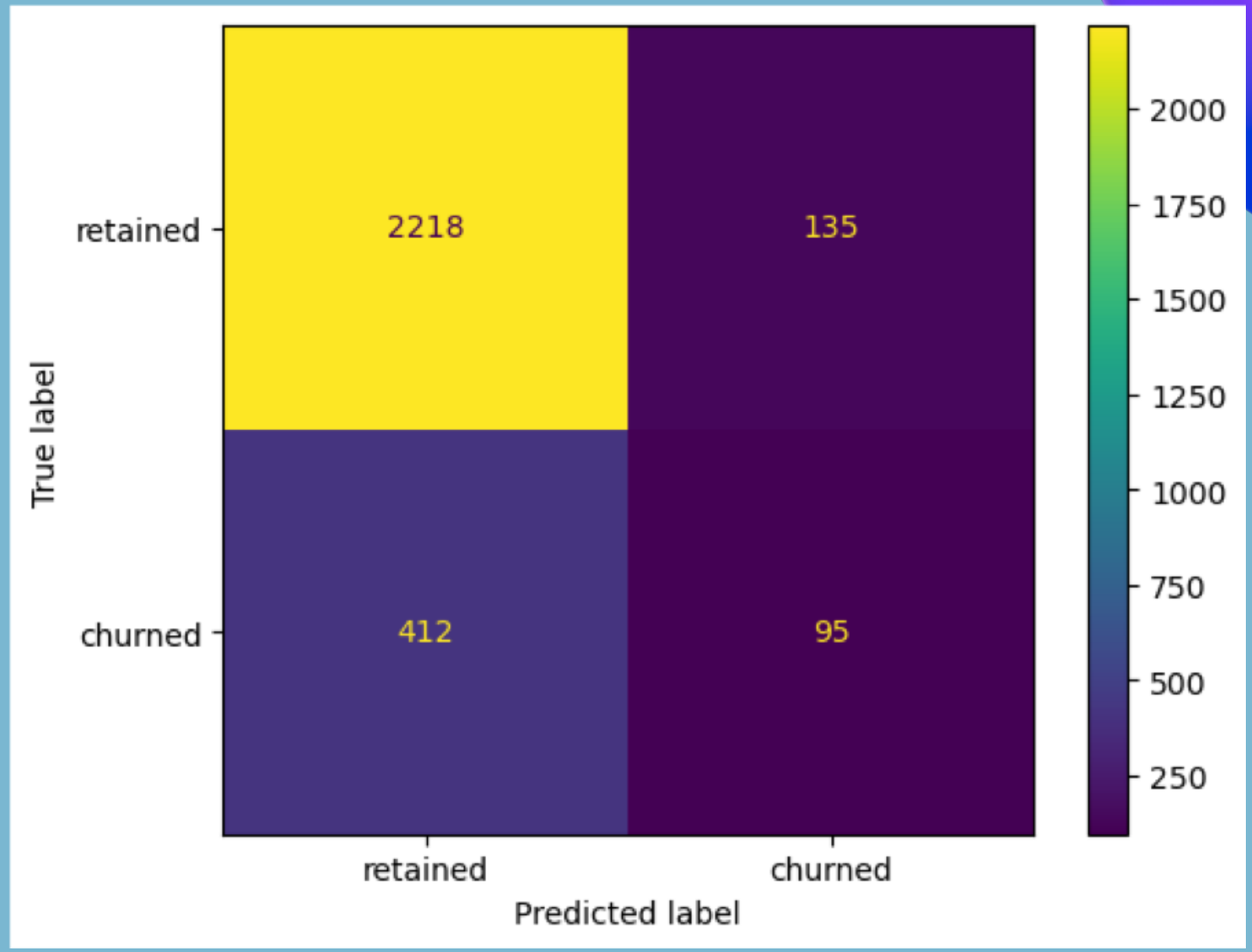

Recommendations

RECOMMENDATION 1

The model created is not a good predictor model for user churn, due to its low performance scores.

RECOMMENDATION 2

Gather more data that shows how users specifically interact with the app as well as drive level information on users

RECOMMENDATION 3

Reconstruct the model with different combinations of predictive features

THANK YOU