# User Churn Project | Two-Sample Hypothesis Test Results

## Overview

The Waze data team is currently developing a data analytics project aimed at increasing overall growth by preventing monthly user churn on the Waze app.
As part of the effort to improve retention, Waze wants to learn more about users' behavior

## Objective

Group the data into device type groups, Android and iPhone. Develop a two-sample hypothesis test to analyze and determine whether there is a statistically significant difference between mean number of rides and device type with a significance level of 5%.

## Results

- Once grouped the mean number of drives were calculated for both Android and iPhone. iPhone users have a higher amount of drives on average.
  - Android : ~66
  - iPhone: ~68
- **The p-value of 0.14 in t-test results concluded there is not a statistically significant difference in mean number of rides between iPhone users and Android users.**

## Next Steps

Due to the results rendered from this specific hypothesis test, the Waze data team recommends running additional t-tests on other variables to learn more about user behavior.