

# User Churn Project | Random Forest and XGBoost Model Results

## Overview

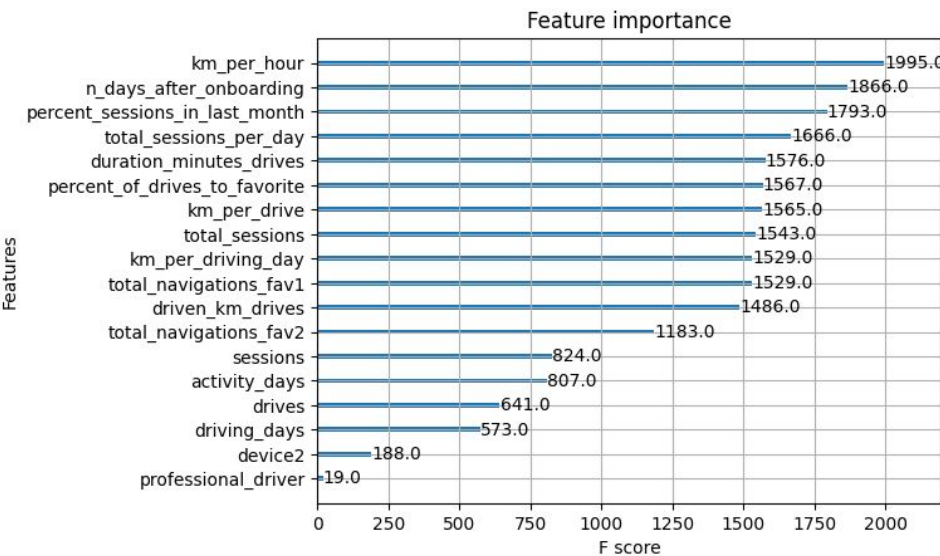
The Waze data team is currently developing a data analytics project aimed at increasing overall growth by preventing monthly user churn on the Waze app.

## Objective

Develop a machine learning (ML) model that predicts user churn. Test the Random Forest Model and the XGBoosting model and determine which is a better fit.

## Results

- The XGBoost model fit the data better than the random forest model.
- Much higher recall score than the logistic regression model
- Engineered features accounted for six of the top ten features.



## Next Steps

- ➔ It would be helpful to have drive-level information for each user (such as drive times, geographic locations, etc.).