Executive summary templates

Use the Layout dropdown menu to select a template or build your own using these layouts as inspiration.

Title

Subtitle
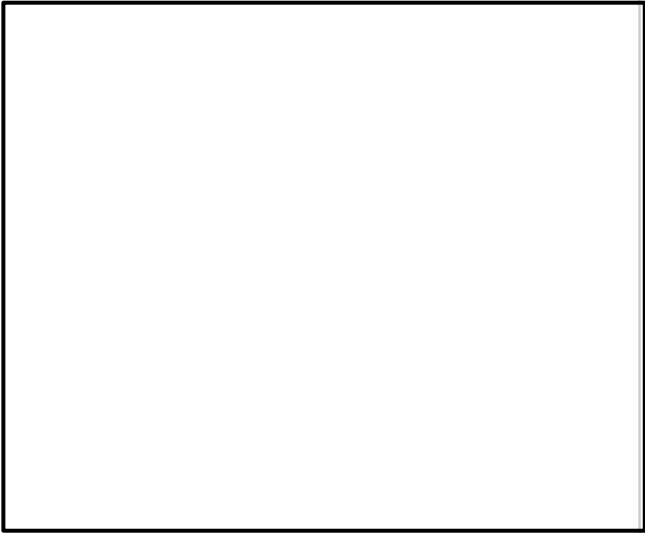
Project Overview

Key Insights

Details

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Next Steps

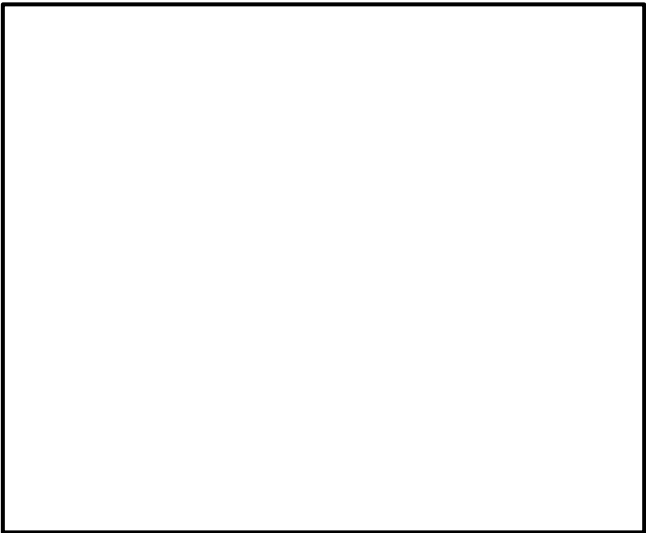# Title

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ISSUE / PROBLEM
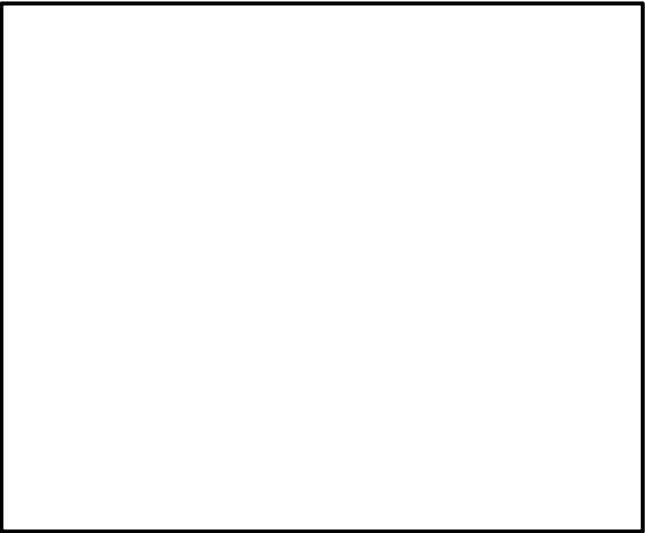
RESPONSE

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KEY INSIGHTS

Title

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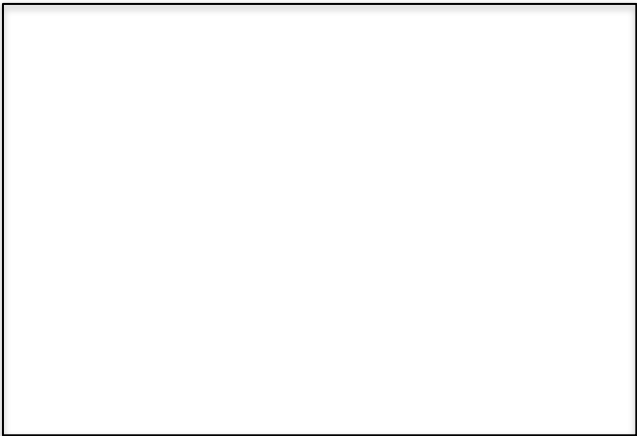
RESPONSE

KEY INSIGHTS

IMPACT

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Keeping Waze Users Happy: Understanding Why They Leave

Executive Summary 5: A Simple Look at Our User Churn Findings

OVERVIEW

User retention is vital for Waze's growth. To tackle this, we developed a predictive model to identify users at high risk of stopping app usage, known as churn. By analyzing user behavior data, we sought to understand the key factors driving churn and provide Waze with actionable insights. Our goal is to equip Waze leadership with data-driven recommendations that enhance user engagement, improve retention strategies, and support the company's continued success.

PROJECT STATUS

Goal:
To use user data to guess who will stop using Waze.

How :
We looked at what users do in the app, checked if some things were too similar, and built a prediction tool.

Why It Matters:
This tool can help Waze make better choices about how to keep users.

NEXT STEPS

Don't Make Big Decisions Yet: Our tool is helpful for learning, but it's not ready for big decisions like where to spend lots of money.

Get More Information: We need more details about why people leave. Things like, "What features do they use?" and "Where do they drive?" will help us build a better tool.

Find Our Ideal User: We need to figure out who Waze is really for. This will help us focus on keeping the right people happy.

Keep Exploring: We should try different tools and ways of looking at the data to see if we can find even better ways to predict who will leave.

KEY INSIGHTS

Key Driver: App Activity: How often users engage with Waze is the strongest predictor of churn. Less frequent use leads to higher churn.

Model Performance: Limited Churn Detection:

- The model accurately predicts user retention.
- However, it struggles to identify users who will churn, capturing only 9% of actual churn cases (low recall).
- The tool correctly predicted 2,887 users would stay and 58 would leave. It incorrectly predicted 54 users would leave and 576 would stay.
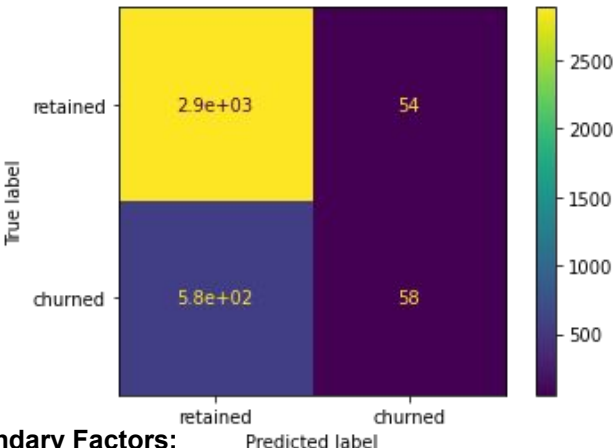
Secondary Factors:

- Frequency of using saved locations and professional driver status have some influence, but less than app activity.
- Distance driven per day was a weaker predictor than expected.

Precision and Recall:
The model's precision is 52%, meaning it's correct about half the time when it predicts churn.

Title

Subtitle

Overview

Problem

Solution

Details

Image Alt-Text Here

Next Steps

Title

Subtitle

Overview

Objective

Results

Next Steps