Model to predict Waza app user churn

device ▼

☑ **Status**

☑ churned

☑ retained

☑ **Driver**

☑ not Professional

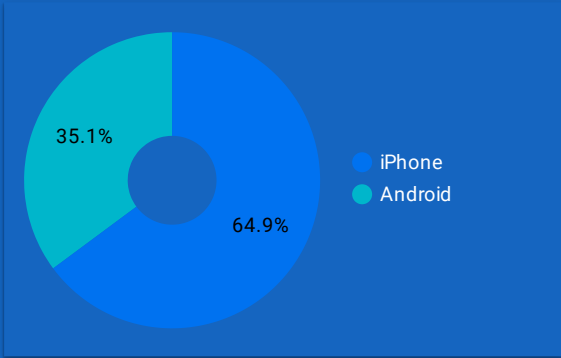☑ Professional

☑ **Loyality**

☑ New user

☑ 8 to 5 years

☑ Above 8 years

Churn rate	Max days after onboarding	Avg km/hr	Avg km/dr	Record Count
17.74%	9.59	199.48	3,938.17	4,290
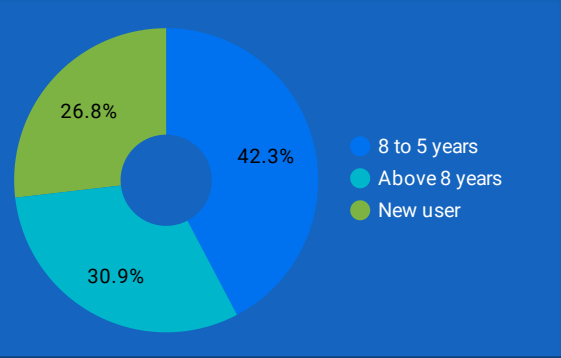
Loyalty

35.1%

64.9%

● iPhone
● Android

Loyalty

26.8%

42.3%

30.9%

● 8 to 5 years
● Above 8 years
● New user

Waze churn distribution

269,455

59,182

retained   churned

Waze churn distribution-Predicted

168,659

51,140

100,796

8,042

0   1

■ retained
■ churned

Waze churn distribution-Predicted

48.2K

91.4K

129.9K

7.5K

14.1K

37.5K

retained   churned

■ Above 8 years
■ 8 to 5 years
■ New user
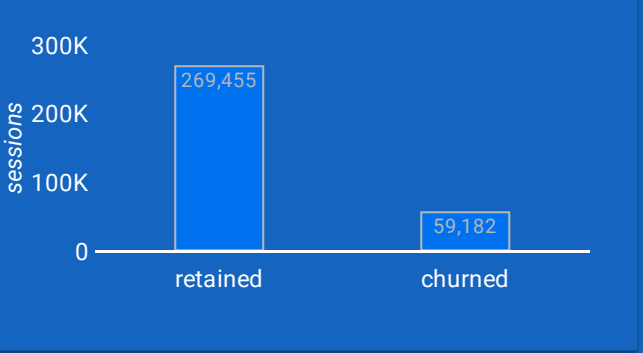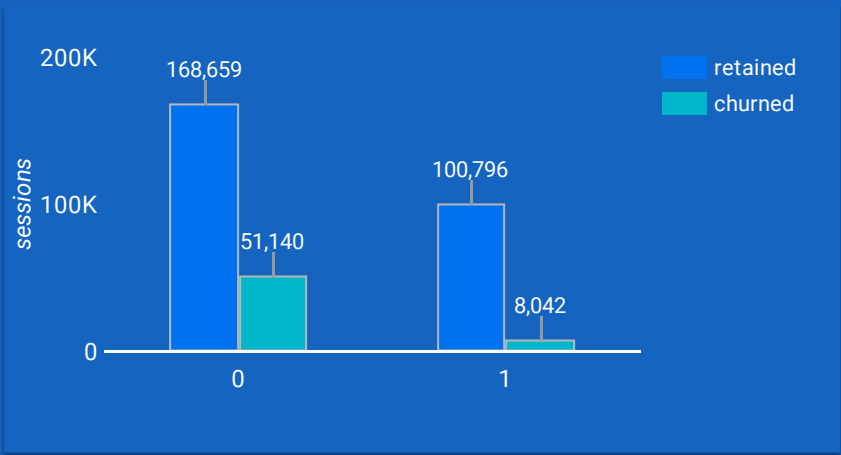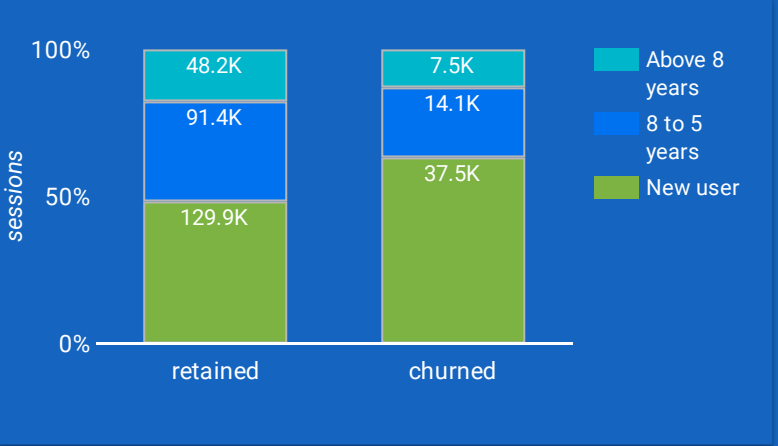
The Model predicts with 82% accuracy level which under predicts the churned user.

Non professional drivers tends to churn more than professional drivers.