

# Waze User Churn Executive Summary

Prepared for: Waze Leadership Team

The data team is building a machine learning model that predicts user churn. The model will help identify factors that contribute to churn and help the company engage with users who are most likely to stop using the app or uninstall it.

This report offers key insights and findings for data within the last month.

## Key Insights

- User churn rate is 18%
- 65% of users use iPhones
- 35% of users use Android
- The median driving distance per day is 291 km
- Churned users drive more per day than retained users
  - Median distance per day is 608 km
- Retained users drive less
  - Median distance per day is 247 km
- Device does not contribute to user churn

## Details

- The data has 82% retained users and 18% churned users.
- There are 12 columns in the data set with floats, integers, and strings. 700 of the 15000 rows have a missing label value, but they do not appear to be non-random.
- Churned users had about 3 more drives than retained users in the last month.
- Retained users used the app twice as much as churned users in the last month.
- Churned users drove more frequently and for longer distances. All users drove more than expected.
- The data is probably not representative of the average driver

## Next Steps

- We recommend gathering more data on these long-distance drivers. They may have more specific needs that the Waze app does not provide.
- The next step is to perform EDA on the data set and build visualizations.