Executive summary prepared for GAA by GAA data team.

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| **Overview** | Waze is a free navigation app, GAA asked GAA team to develop an ML model that will accurately predict user churn. A powerful model can help Waze to better understand their customer needs and take adequate measures and improve user experience. |
| **Problem** | Higher user churns is a major concern for Waze. Waze wants to ensure its growth over time. |
| **Solution** | To obtain a model with the highest predictive power, the GAA data team built………… |

