

Data Dictionary: Waze User Churn Prediction Project

Data Understanding

The dataset ([waze_dataset.csv](#)) contains synthetic data created in partnership with Waze, comprising **14,999 unique users** and **13 features** capturing user behavior and engagement metrics.

Data Dictionary

Column	Type	Description
ID	int	Sequential numbered index
label	obj	Binary target variable ("retained" vs "churned") indicating if a user churned during the month
sessions	int	Number of times the user opened the app during the month
drives	int	Number of occurrences of driving at least 1 km during the month
device	obj	Device type used to start a session (Android/iPhone)
total_sessions	float	Model estimate of total sessions since user onboarded
n_days_after_onboarding	int	Number of days since the user signed up for the app
total_navigations_fav1	int	Total navigations to the user's favorite place 1 since onboarding
total_navigations_fav2	int	Total navigations to the user's favorite place 2 since onboarding
driven_km_drives	float	Total kilometers driven during the month
duration_minutes_drives	float	Total duration driven in minutes during the month

activity_days	int	Number of days the user opened the app during the month
driving_days	int	Number of days the user drove at least 1 km during the month