

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