User Churn Project | Two-Sample Hypothesis Test Results

Executive Summary Report

Project Overview

The Waze team is undertaking a data analytics project aimed at identifying and mitigating monthly user churn on the Waze app. As part of this initiative, descriptive statistics were generated, and a statistical test was conducted to assess the significance of differences in the average number of drives per device type.

Key Insights

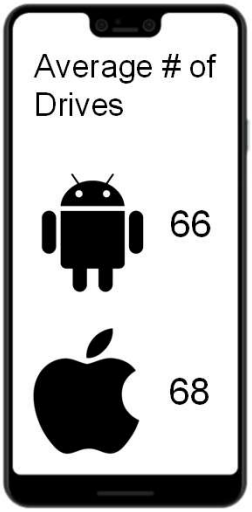
Overview: The overall goal of this project is to identify the cause of user churn on the Waze app, reduce it, prevent and ultimately generate growth. At this stage, the goal is to determine if there is a statistically or practically significant difference between the number of drives between iPhone and Android users to learn more about Waze user behavior.

Objective:

🎯 **Target Goal:** Develop a two-sample hypothesis test to determine if there is a statistically significant difference between the mean number of drives and device type.

🎯 **Impact:** Statistical tests like the one completed here, allow the Waze team to make inferences about the population the sample was derived from and learn more about them.

Details



- Descriptive statistics revealed that iPhone users, on average, have a greater number of drives than Android users.
- However, a t-test analysis indicated that this difference was not statistically significant.

Next Steps

- Given the results of this hypothesis test, the Waze team suggests conducting additional t-tests on other variables of interest to gain further insights into user behavior.
- Since the number of drives per device is relatively similar, temporary adjustments to marketing strategies or the Waze application's user interface might help uncover additional information about user behavior.