

Waze Churn Project | Preliminary Data summary

Prepared for: Waze leadership team

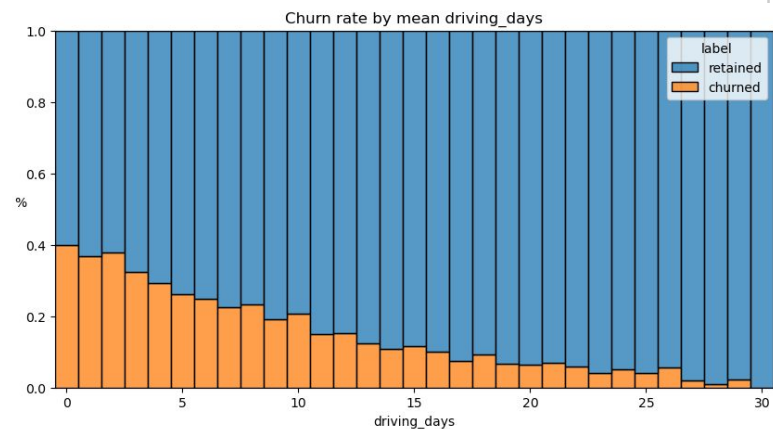
Project Overview

The Waze data team is now working on a data analytics initiative that will increase overall growth by reducing the Waze app's monthly user attrition. Waze is able to improve retention and overall customer happiness by making better decisions on how to proactively target users who are likely to churn thanks to thorough exploratory data analysis (EDA). This report provides information and important takeaways from Milestone 3, which will influence how the project as a whole develops in the future.

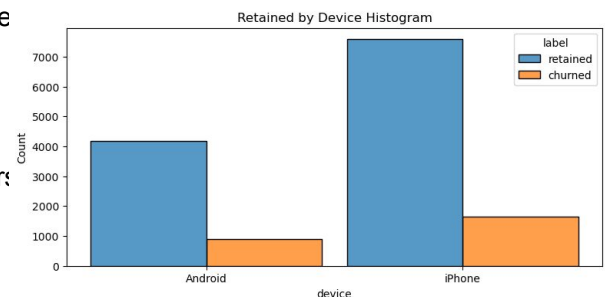
Key Insights

- Users were less likely to churn the more times they utilized the app. No one who used the app for 30 days churned, compared to 40% of users who didn't use it at all the previous month.
- User churn was positively correlated with the amount of distance driven each driving day. A user's likelihood of churn increased with the distance they traveled on each driving day.
- Churn was negatively correlated with the number of driving days. Users were less likely to churn if they drove more days throughout the previous month.
- The data showed that users of various tenures—from brand-new to about ten years—were very evenly represented.
- Almost every variable was equally distributed or highly right-skewed.
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- This indicates that the majority of users had values for that variable that were at the lower end of the range for the right-skewed distributions.
- This indicates that users were typically equally likely to have values for that variable anywhere in the range for the uniform distributions.
- A number of variables, including driven_km_drives, activity_days, and driving_days, exhibited extremely unlikely or possibly impossible outlying values.
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Details



The churn rate is high among users who haven't used Waze in the last month. The proportion of churned and kept users is consistent across device kinds.



Next Steps

- Investigate any incorrect or significant disparities between the number of sessions, driving_days, and activity_days.
- Continue to investigate user profiles with the larger Waze team; this may provide insight into the reason for long distance drivers' churn rate.
- Plan to conduct in-depth statistical studies of the variables in the data to identify their impact on user turnover.