Waze Churn Project | Preliminary Data summary

Prepared for: Waze leadership team

Overview

The Waze data team has begun the early stages of a project to develop a churn prediction model. This initiative aims to help Waze proactively identify and retain users who are at risk of leaving the platform. By analyzing key user data such as session frequency, trip history, and app engagement, we aim to build a model that can inform data-driven product and retention strategies.

Objective

The objective of this report is to provide preliminary data summary, information on the project status, and key insights of Milestone 2. This report will set the foundation for the future development of the project.

Results

Key Findings from Initial Data Review

- Dataset successfully loaded and contains user engagement and behavior metrics
- Columns such as `last_trip_date`, `signup_date`, `avg_rating`, and `trips_in_first_30_days` are critical for churn analysis
- Missing values were found in some rating columns and date fields
- Some numerical variables show skewed distributions and potential outliers
- Binary churn labels can be created based on recency of last trip

- Clean and preprocess data (handle missing values, convert dates, engineer features)
- Perform exploratory data analysis (EDA) to uncover trends, correlations, and clusters
- Build and evaluate machine learning models to predict monthly churn
- Share insights with product and operations teams to implement targeted retention strategies

Next Steps

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