User Churn Project

Executive Summary

Project Overview

This project is focusing on monthly user churn. Churn quantifies the number of users who have uninstalled the Waze app or stopped using the app. The project's goal is to develop a churn prediction model that will help prevent churn and improve user retention.

Key Insights

- The data is consist of 12 variables of 14999 observations.
- 700 observations are unlabeled, with no indication of a churned or retained user. No evidence for the non-randomness of the missing data.
- The dataset contains 82% retained users and 18% churned users.
- Churned users had ~3 more drives on average.
- Retained users used the app for over twice as many days.
- The median churned user drove ~200 more kilometers and 2.5 more hours during the last month
- churned users had more drives in fewer days, and their trips were farther and longer in duration.

Details

- **Target Goal:** Inspect user data to identify correlations between the variables.
- **Method:**
  - Create a Data Frame
  - Data exploration and cleaning
  - Data analysis, review data preliminary statistics.
  - Analyze user behavior
- **Impact:** Identified relationships between variables, creating a possible user segment that requires further analysis.

Next Steps

The dataset doesn't represent the typical driver, as it's characterized by a lot of drives and long distances.

- **More data needs to be collected** to identify if there is a special segment of the user population, as it might be their special needs the reason for stopping using the app.
- **Visualizations need to be created** to identify more patterns that may guide future project decisions.