Understanding Waze User Churn | Two-Sample Hypothesis Test

Prepared for: Waze Leadership Team

Overview

Project Overview

The Waze data team is currently developing a data analytics project aimed at increasing overall growth by preventing monthly user churn (users who have uninstalled/stopped using) on the Waze app.

This report goes over the results of Milestone 4, which influence the rest of the project

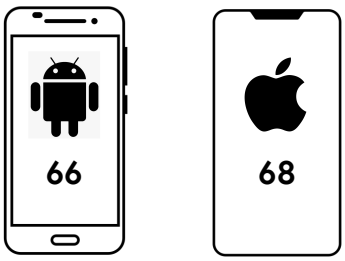
Objective

Target Goal

Develop a two-sample hypothesis test (t-test) to determine whether there is a significant statistical difference between the number of rides between iPhone and Android users.

Results

Average Number of Drives



Note: The mean number of drives shown here – 66 for Android and 68 for iPhone – have been rounded up.

- Based on our calculations, iPhone users average one and a half more drives per month than Android users.
- The results of our t-test showed that there is not a significant statistical difference between the mean number of rides between iPhone and Android users.

Next Steps

1. Due to the our from this hypothesis test, we recommend running more t-tests on other variables to learn more about user behavior.
2. Additionally, since the user experience is the same between users of both devices, temporary changes in marketing or user interface may be impactful by rendering more data to investigate user churn behavior.