

Understanding Waze User Churn | Exploratory Data Analysis

Prepared for: Waze Leadership Team

Project Overview

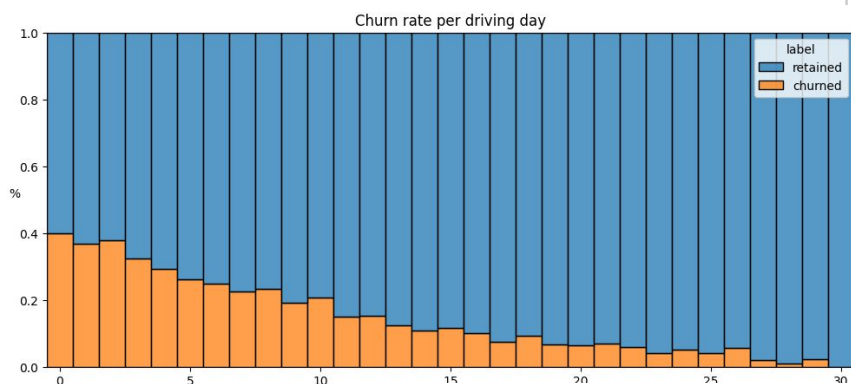
The Waze data team is currently developing a data analytics project aimed at increasing overall growth by preventing monthly user churn (users who have uninstalled/stopped using) on the Waze app.

This report offers details and key insights from Milestone 3, which impact the future development of the overall project.

Details

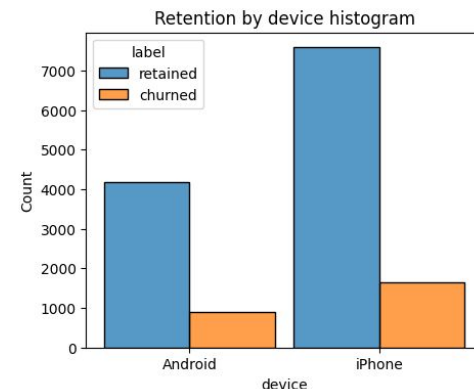
Key Insights

- 40% of the users who didn't use the app at all last month churned, nobody who used the app 30 days churned.
- The farther a user drove on each driving day, the more likely they were to churn.
- Users who drove more days of the last month were less likely to churn.
- Users of all tenures from brand new to ~10 years were relatively evenly represented in the data.
- Nearly all the variables were either very right-skewed or uniformly distributed
- Some variables had highly improbable or perhaps even impossible outlying values, such as driven_km_drives (15,420 km driven in one month)



(Fig. Above) The churn rate is highest for people who didn't use Waze much during the last month.

(Fig. Right) The proportion of churned users to retained users is consistent between device types.



Next Steps

- Investigate the erroneous or problematic discrepancies
- Continue to explore user profiles to uncover further insights on why the churn rate is so high for long distance drivers
- Run further analysis on the variables in the data to uncover their impact on user churn