Waze User Churn Project

Executive Summary

Overview

The data analytics team at Waze has been asked to create an accurate machine learning model to predict user churn and factors that lead to such. The end goal is to reduce user churn, improve customer experience and expand business growth.

Objective

Perform exploratory data analysis
Create appealing and effective data visualizations
Share findings and recommendations to stakeholders

Results

Five of the thirteen variables in the dataset were right-skewed, meaning they had a large amount of outliers on the high end of distribution. Two of the thirteen variables had an uniform distribution, which means the analysis of these variables would give accurate, reliable and fair insights.

17.7% of users churned and 82.3% of users were retained.

Churn increases as the amount of kilometers driven per day increases.

Churn decreases as number of days since onboarding increases

Churn decreases as number of driving days increases.

The proportion of churned to retained users is consistent between both android and iphone devices.

Next Steps

Create new, more impactful features or promotions

Create effective marketing for those new features and promotions

Consider integrating an AI tool into Waze

Conduct more research on long distance drivers and churned users