Waze User Churn Prediction Case Study

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PROBLEM OVERVIEW

Waze is a free navigation application that makes it easier for drivers to get where they need to go safely. The **Waze app is powered and used by drivers all over the world. As a community-based traffic and navigation app, and was created as a social navigation tool for cars**

Churn is the business term that describes how many customers stop using a product or service, or stop doing business with a company altogether and at what rate this occurs

Typically, high retention rates indicate satisfied users who repeatedly use Waze app over time.

Developing a churn prediction model will help prevent churn, improve user retention, and grow Waze's business. An accurate model can also help identify specific factors that contribute to churn

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OBJECTIVE

Our objective for this case study is to apply Machine Learning and Predictive analytics to ;

- Develop a churn prediction model will help prevent churn, improve user retention, and grow Waze's business.
- Empower the Waze leadership to make data-driven decision making by offering key insights and data-informed recommendations.
- Analyze and interpret data, generate actionable insights, and help leadership make informed business decisions.
- Proactively identify factors that will engage high-risk churn users to retain them.

User churn is measured by the number of users who have either uninstalled the app or stopped using the app.

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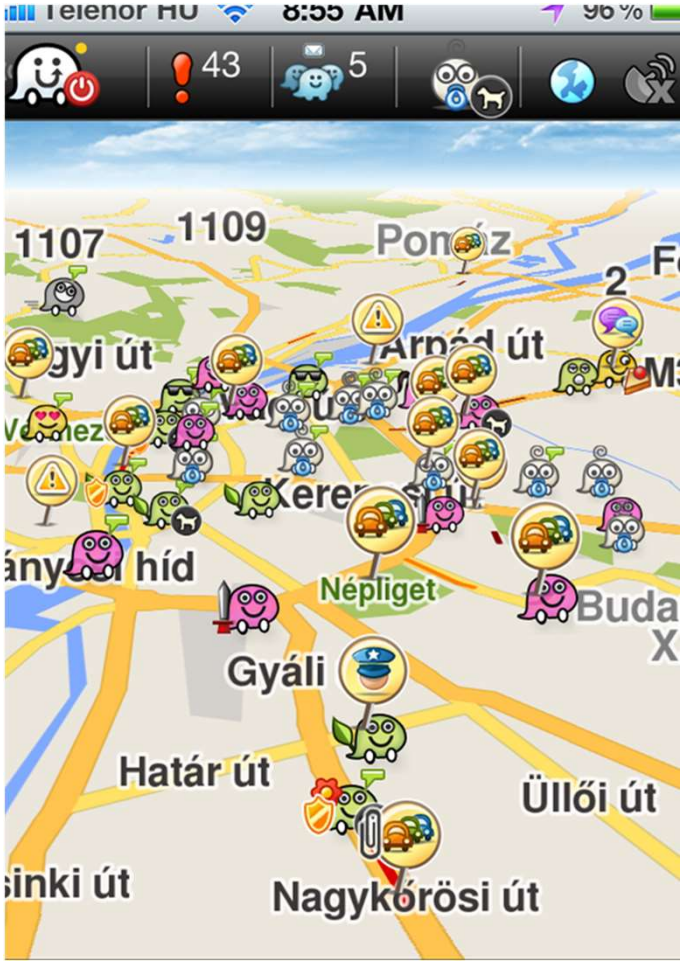
Data Dictionary

Column name	Type	Description
label	obj	Binary target variable ("retained" vs "churned") for if a user has churned anytime during the course of the month
sessions	int	The number of occurrence of a user opening the app during the month
drives	int	An occurrence of driving at least 1 km during the month
device	obj	The type of device a user starts a session with
total_sessions	float	A model estimate of the total number of sessions since a user has onboarded
n_days_after_onboarding	int	The number of days since a user signed up for the app
total_navigations_fav1	int	Total navigations since onboarding to the user's favorite place 1
total_navigations_fav2	int	Total navigations since onboarding to the user's favorite place 2
driven_km_drives	float	Total kilometers driven during the month
duration_minutes_drives	float	Total duration driven in minutes during the month
activity_days	int	Number of days the user opens the app during the month
driving_days	int	Number of days the user drives (at least 1 km) during the month

This dataset is supplied by Google. According to Google, this dataset contains synthetic data created in partnership with Waze. For educational purposes and uses.

Data Source:



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Create a detailed analysis and upload on your Github.

(Tag @10Alytics)