Predicting User Churn for Waze:
A Data-Driven Approach to User Retention

Overview

Waze leadership has tasked the data team with developing a predictive model to identify users at risk of churning. By leveraging behavioral and usage data from the Waze app, this project aims to deliver a machine learning solution that not only forecasts churn but also provides actionable insights to support retention strategies.

The final output will support stakeholder decision-making across product, marketing, and data teams.

Milestones	Tasks	Deliverables/Reports	Relevant Stakeholder
1	**Establish structure for project workflow ...** Plan ▾	● Global-level project document	May Santner — Data Analysis Manager
1a	**Write a project proposal** Plan ▾		Sylvester Esperanza — Senior Project Manager
2	**Compile summary information about th...** Analyze ▾	● Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	**Begin exploring the data** Analyze ▾		
3	**Data exploration and cleaning** Plan ▾ and Analyze ▾	● EDA report	Chidi Ga — Senior Data Analyst

3a	**Visualization building** `Analyze ▾` and `Construct ▾`	● Tableau dashboard/visualizations	Sylvester Esperanza — Senior Project Manager
4	**Compute descriptive statistics** `Analyze ▾`	● Analysis of testing results between two important variables	
4a	**Conduct hypothesis testing** `Analyze ▾` and `Construct ▾`		May Santner — Data Analysis Manager
5	**Build a regression model** `Analyze ▾` and `Construct ▾`		
5a	**Evaluate the model** `Execute ▾`	● Determine the success of the model	Harriet Hadzic — Director of Data Analysis
6	**Build a machine learning model** `Construct ▾`	● Final model	
6a	**Communicate final insights with stakeho...** `Execute ▾`	● Report to all stakeholders	Harriet Hadzic — Director of Data Analysis