

# User Churn Prediction Project Preliminary Data

## Summary

### Executive Summary Report for Waze

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#### Overview

Waze's data team is in the early stages of their user churn project. The recently submitted project proposal has been approved and the data team has been given access to Waze's user data. To get clear insights, the data must first be inspected, organized, and prepared for analysis.

#### Objective

- Import data
  - Create a dataframe
  - Inspect data
  - Identify outliers
  - Create a data visualization
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#### Results

- Used a Jupyter notebook.
  - Read data from the provided waze\_dataset.csv file into a dataframe.
  - Conducted examination and preparation of data for analysis.
    - Inspected summary information of the dataframe.
    - Separated null values from non-null values.
    - Examined counts and percentages of user type and device type.
    - Compared median values of numeric columns between user types.
  - Created three new columns for median calculations: km\_per\_drive, km\_per\_driving\_day, drives\_per\_driving\_day
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#### Next Steps

- Conduct a complete exploratory data analysis.
  - Perform any data cleaning and data analysis steps to understand anomalies such as null values.
  - Use descriptive statistics to learn more about the data.
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