User Churn Project | Preliminary Data Summary

To: Waze Leadership Team

Project Overview

Data project being developed for preventing the monthly user churn on the Waze app. Churn quantifies the number of users who have uninstalled the Waze app or stopped using the app.

This is just the Preliminary Data Summary, after milestones 2 we pretend to have even more information to solve this problem

Key Insights

Details

- This dataset contains **82% retained users** and **18% churned users**.

- The only missing values are in the 'label' columns

- Churned users averaged ~3 more drives in the last month than retained users.

- Retained users used the app on over twice as many days as churned users in the last month.

- The median churned user drove ~200 more kilometers and 2.5 more hours during the last month than the median retained user.

- Churned users had more drives in fewer days, and their trips were farther and longer in duration. Perhaps this is suggestive of a user profile.

- The median user who churned drove 608 kilometers each day they drove last month, which is almost 250% the per-drive-day distance of retained users.

- Regardless of user churn, the users represented in this data drive a lot! It is probably safe to assume that this data does not represent typical drivers at large.

iPhone Waze user

This dataset contains 82% retained users and 18% churned users.

Next Steps

➔ **Gather more data on the super-drivers (outliers)**. It's possible that the reason they're driving so much is also the reason why the Waze app does not meet their specific set of needs, which may differ from the typical driver.

➔ **The immediate next step is to conduct thorough EDA and develop data visualizations** to illustrate the narrative behind the data and guide future project decisions.