

User Churn Project | Preliminary Data Summary



OVERVIEW

The Waze data team is currently developing a data analytics project **aimed at increasing overall growth** by preventing monthly user churn on the Waze app. For the purposes of this project, churn quantifies the number of users who have uninstalled the Waze app or stopped using it.

This report offers a **preliminary data summary, information on the project status and key insights of Milestone 2, which impact the future development of the overall project.**

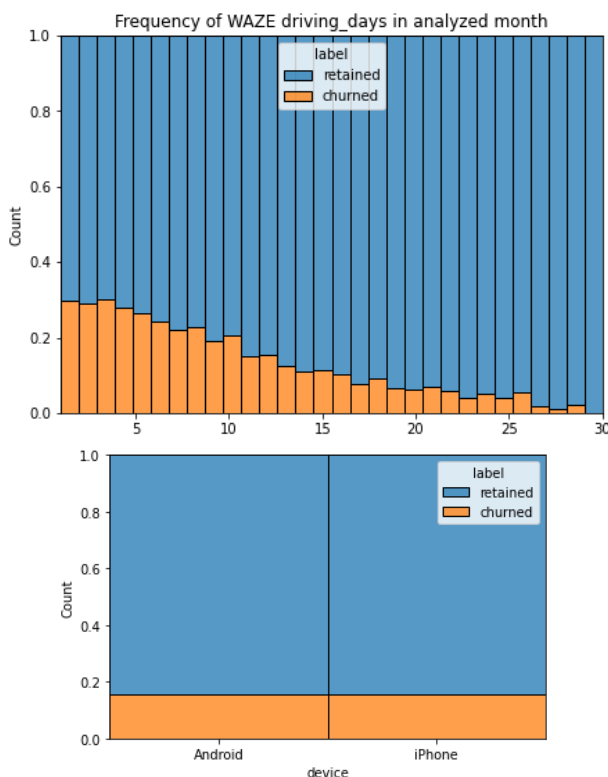
PROJECT STATUS

Target Goal:

Inspect user data to learn important relationships between variables

Methods:

Collect preliminary descriptive statistics



NEXT STEPS

- Collect more data and check inconsistencies with data engineers. Also check unplausible data for correctness.
- Run statistical test on variables to identify trends

KEY INSIGHTS

- Data for one month is definitely insufficient for a meaningful analysis
- Data analyzed for users excluding the ones with no usage of the app in the last month (due to data inconsistencies)
- Device type (iPhone/Android) does not influence churning in this data set
- Ratio of users retained:churned is 84%:16%
- Ratio of new users to older users in 1:1
- Trends for churning were detected for 2 features:
 - Driven km per day: the more kms the higher the churning rate
 - Driving days: the lower this value, the higher the churning rate
- As an hypothesis, churnig users drive more kms per day than retained ones; do more sessions/drives per day and drive less days in the month.
- This suggests a profile of professional drivers, who do not drive much on weekends or not at all.