waze

User Churn Project | Preliminary Data Summary

Prepared by: Prisca A.

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 the app. Data is cleaned and structured.

PROJECT STATUS

- 🎯 **Target Goal:** Analyze user data to uncover significant relationships between key variables.

- 🎯 **Methods:**
  - Constructed a well-structured dataframe, with each row representing a unique observation and each column representing a distinct variable.
  - Conducted initial analysis of user behavior patterns.

- 🎯 **Impact:** Identified critical relationships between variables, laying the foundation for more detailed EDA and model creation

NEXT STEPS

- ➔ **It is recommended to gather more data on super-drivers**. 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, develop data visualizations and create model

KEY INSIGHTS

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

- The dataset contains 12 unique variables with types including objects, floats, and integers; the label column is missing 700 values with no indication that the omissions are non-random.

- 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; our team will have to continue exploring!

- The median user who churned drove 698 kilometers each day they drove last month, which is about 240% 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.