User Churn Project | Two-Sample Hypothesis Test Results

Prepared for: Waze Leadership Team

Overview

The Waze data team is working on a data analytics initiative focused on boosting overall growth by reducing the number of users who stop using the app each month. To help improve retention, Waze is seeking a deeper understanding of user behavior. This report provides an update on the status of the project and shares the findings from Milestone 4, which will help guide the next steps in the project's development.

Objective

Design a two-sample hypothesis test to evaluate whether there is a statistically significant difference in the average number of rides between Android and iPhone users.

Results

Average Number of Drives

• The average number of drives is 66 for Android users and 68 for iPhone users (values have been rounded up).

• Data shows that, on average, drivers using iPhones take more rides through the app than those using Android devices.

• However, the t-test results indicate that this difference is **not statistically significant**. In other words, there is no meaningful difference in the average number of rides between iPhone and Android users.

Next Steps

Based on the findings from this hypothesis test, the Waze data team suggests conducting further t-tests on other variables to gain deeper insights into user behavior.