

Waze User Churn Project: Two-Sample Hypothesis Testing

Prepared for Waze Leadership Team

Overview

The Waze data analysis team is developing a data analytics project to increase overall growth of the app usage and mitigate user churn on the Waze app by studying each users' behavior.

Objective

The objective of this project phase is to determine whether there is a significant difference in the mean number of rides for Android and iPhone users via two-sample hypothesis testing.

Results

- The average number of drives are 68 for iPhone users and 66 for Android users.
- On average, iPhone users averages higher number of drives than Android users.
- Based on the results from the two-sample hypothesis testing, there is no significant difference in the mean number of rides between iPhone users and Android users.

Next Steps

Additional t-tests should be conducted to other variables to learn more and analyze users' behavior on the app usage.

