

Waze Prediction Project

Predicting the user churn rate

Overview

User churn is a significant concern to the development team of Waze, as most users simply stopped or uninstalled the app. This may lead to significant loss of revenue in business as well as lowered user retention rates for the app. The development team of Waze has hired a team of data analytics personnel to survey the users that are more likely to churn.

Objective

The goal of this data analysis project is to estimate the monthly user churn rate by analyzing the historical dataset and build a machine learning model.

Results

After performing the initial exploratory data analysis of the dataset, the findings are listed as followed:

- The ratio of churned users by device (iPhone and Android) is approximately equal to the ratio of retained users by device.
 - Users who churn tend to drive longer distances and for more days, as well as averaging more drives per day than users who do not churn.
 - Based on the median values, a churned user drove around 200 km more and 2.5 more hours than a non-churned user.
 - There are 700 users with unknown status (meaning that it is not known whether or not the user has churned).
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Next Steps

The next steps after the exploratory data analysis is to gather more data to get the bigger picture of the data analysis project, and construct data visualizations for more in-depth study.

