Waze User Churn Project – Exploratory Data Analysis

Executive Summary Report II

Milestone 3

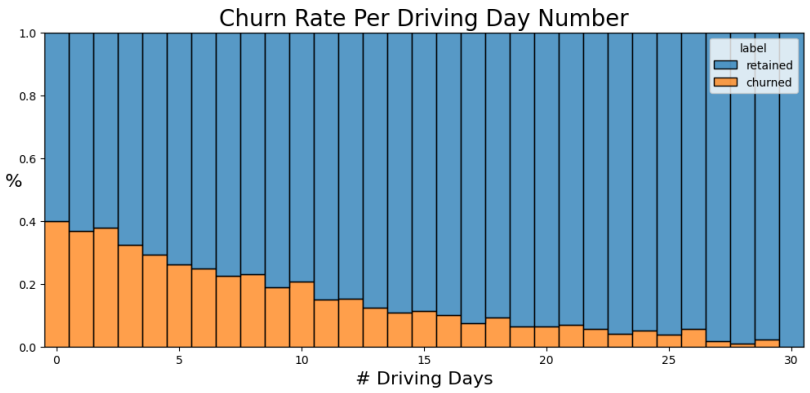
Project Overview

Waze is leveraging data analysis to figure out why people stop using their app. By understanding user behavior, we can identify who might leave and take steps to keep them. This report summarizes findings from a recent study that will help Waze improve user retention and overall customer satisfaction.

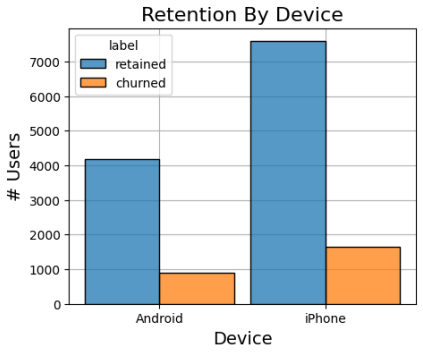
Key Insights

- The churn rate is relatively low, indicating that the app effectively retains its user base (~18% of users churned).
- Users who frequently opened the app were significantly less likely to churn.
- Driving longer distances per day is generally associated with higher churn (positive correlation between daily driving distance and user churn).
- Driving more days per month is generally associated with lower churn (negative correlation between the number of driving days and user churn).
- The app attracts and retains users at various stages of their lifecycle based on a relatively even distribution of users across different tenure lengths.
- Almost all the variables are either heavily right-skewed or uniformly distributed. The right-skewed distribution indicates that most users had values in the lower end of the range for that variable, while the uniform distribution suggests that users were generally equally likely to have values anywhere within the range. Skewed variables contain outliers, requiring careful data cleaning and analysis.

Details



The number of driving days and the user churn are negatively correlated. Additionally, iPhone and Android users are equally likely to churn.



Next Steps

1. Continue analyzing users who churn, especially those with high drive frequency and long distances driven.
2. Investigate discrepancies in session counts, driving days and activity days to ensure data accuracy.
3. Prepare to perform deeper statistical tests to better understand the relationship between these variables and churn.