

Waze User Churn Project – Statistical Review

Executive Summary Report III Milestone 4

Project Overview

The project is aimed at boosting growth by reducing monthly user churn on the Waze app. To enhance user retention, Waze seeks to better understand user behavior. This report provides insights into the progress and results of statistical testing, which will shape the direction of the overall project.

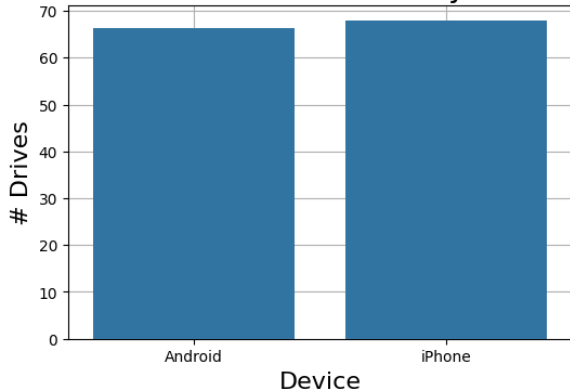
Details

Key Insights

- The following research question was answered: “Is there a relationship between the average number of drives and the device type?”.
- Users of iPhone tend to have a slightly higher average number of drives than Android users, but this difference is not statistically significant.
- The user experience appears to be consistent across different devices.

- A two-sample hypothesis test was performed to determine if there is a statistically significant difference between the average number of rides taken by users of different device types (Android, iPhone).
- Based on the average values, iPhone users tend to have a slightly higher average number of drives than Android users.
- The t-test indicated that the difference in drives between iPhone and Android users is **not statistically significant**.

Mean Number of Drives By Device



Android 66.231838

iPhone 67.859078

Next Steps

1. Make targeted changes in marketing strategies or adjustments to the user interface to yield more data for analyzing user churn patterns.
2. Conduct further t-tests on additional variables to gain deeper insights into user behavior.