**WAZE Data Dictionary:**

This project uses a dataset called waze\_dataset.csv. It contains synthetic data created for this project in partnership with Waze.

The dataset contains:

**14,999 rows** – each row represents one unique user

**12 columns**

|  |  |  |
| --- | --- | --- |
| **Column name** | **Type** | **Description** |
| label | obj | Binary target variable (“retained” vs “churned”) for if a user has churned anytime during the course of the month |
| sessions | int | The number of occurrence of a user opening the app during the month |
| drives | int | An occurrence of driving at least 1 km during the month |
| device | obj | The type of device a user starts a session with |
| total\_sessions | float | A model estimate of the total number of sessions since a user has onboarded |
| n\_days\_after\_onboarding | int | The number of days since a user signed up for the app |
| total\_navigations\_fav1 | int | Total navigations since onboarding to the user’s favorite place 1 |
| total\_navigations\_fav2 | int | Total navigations since onboarding to the user’s favorite place 2 |
| driven\_km\_drives | float | Total kilometers driven during the month |
| duration\_minutes\_drives | float | Total duration driven in minutes during the month |
| activity\_days | int | Number of days the user opens the app during the month |
| driving\_days | int | Number of days the user drives (at least 1 km) during the month |