Waze Executive Summary

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Overview	This project seeks to develop a comprehensive data-driven approach to understanding and reducing user churn for the Waze mobile application, with the ultimate goal of improving user retention and overall app growth.
The Problem	The Waze data team is addressing critical challenges in user retention by investigating the following key dimensions: ● Who are the users most likely to churn? ● Why do users churn? ● When do users churn?
The Solution	Waze has created a dashboard to improve user retention and experience through advanced trends and data analysis.

Details

Keys to Success
- Comprehensive user behavior tracking
- Predictive churn modeling
- Targeted intervention strategies
- Personalized user experience optimization
- Continuous monitoring and adaptation

Key Findings:
- **Retention Rates:** 82% retained users, 18% churned users
- **Higher Churn Drives:** Churned users averaged 3 more drives per month than retained users
- **Frequent App Usage:** Retained users utilize the app twice as many days as churned users
- **Churned User Distance:** Median churned users drives 698 km per drive day, 240% more than retained users
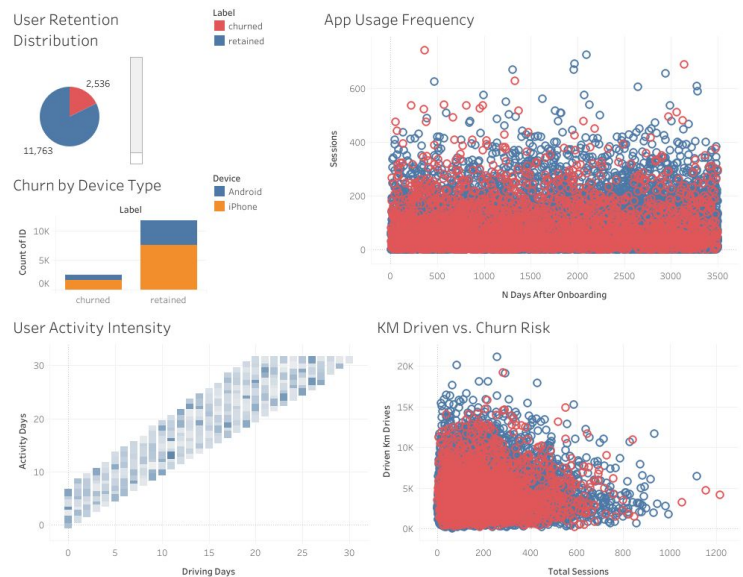
User Retention Data

Results Summary
Waze has set an internal goal for reducing the existing churn rate by 5% within the next quarter. Our dashboard analysis reveals that while the current churn challenges are significant, we have identified clear pathways to improve user retention and engagement through targeted, data-driven interventions.

Reflections/ Next Steps
- **Data Enrichment:** Expand data collection methodologies to capture qualitative insights for root cause analysis and super-user psychographics
- **Driving Intensity:** Develop targeted research protocols to investigate why high-mileage users with more frequent drives are more likely to churn.
- **Usage Consistency:** Design user engagement strategies that encourage more consistent app interactions across multiple days to improve retention.
- **Predictive Modeling:** Build advanced churn prediction models that incorporate both behavioral metrics and nuanced user experience factors to proactively prevent user dropout.
- By incorporating qualitative insights and behavioral insights, Waze can significantly improve user churn, enhance user experience, and drive overall app growth