Strategy Document: Waze User Retention Data

Sign-off matrix:

Name	Team / Role	Date
May Santner	Data Analysis Manager	10/5/24

Proposer: Melissa Slawsky, Business Intelligence Analyst

Status: [Draft] > Under review > <mark>Implemented</mark> | Not implemented (Highlight current status)

Primary dataset: Waze User Behavior Data

Secondary datasets:

- Historical churn data
- Access to user / behavioral data

User Profiles

- **Data team**: To analyze user trends and platform performance
- **Operations leadership:** For high-level insights on platform usage and business performance
- **Product team**: To inform new feature design and platform improvements

Dashboard Functionality

Dashboard Feature	Your Request
Custom Waze User Retention Dashboard	N/A - New custom dashboard specifically designed for Waze user churn analysis
Access	Role-based access for: - Data Team - Product Team - Executive Leadership - Operations Management
Scope	Include: - User behavior metrics

	● Churn indicators ● Driving patterns ● Device-specific insights Exclude: ● Personal identifying information ● Sensitive user data
Date filters and granularity	Date filter options: ● Default view: Last quarter Granularity options: ● Daily ● Quarterly ● Yearly Default granularity: Quarterly .

Metrics and Charts

Create a table for each chart that you'd like to include in the dashboard. If you'd like to break the dashboard under different headers, feel free to list those here as well.

Chart 1: User Churn Overview

Chart Feature	Your Request
Chart title	Monthly User Retention Trends
Chart type	Stacked area chart
Dimension(s)	Date (x-axis), Churn status (color)
Metric(s)	Number of retained users, Number of churned users, Churn rate

Chart 2: Driving Behavior Analysis

Chart Feature	Your Request
Chart title	Kilometers Driven vs. Churn Risk
Chart type (What type of chart needs to be created?)	Scatter plot
Dimension(s) (What dimensions does this chart need to include?)	Kilometers per driving day (x-axis) Drives per driving day (y-axis) Churn status (color)
Metric(s) (What metrics are relevant to this chart?)	Churn probability User intensity score

Chart 3: Device Usage Distribution

Chart Feature	Your Request
Chart title	Churn by Device Type
Chart type	Box and Whisker Plot
Dimension(s)	Device type (x-axis)
Metric(s)	Driving days Total sessions Churn rate by device

Chart 4: User Engagement Patterns

Chart Feature	Your Request
Chart title	App Usage Frequency
Chart type	Line Chart with Dual Y-Axis

Dimension(s)	Days since onboarding (x-axis) Number of sessions (left y-axis) Number of drives (right y-axis)
Metric(s)	User engagement trend Potential churn indicators

Chart 5: User Intensity Heatmap

Chart Feature	Your Request
Chart title	Platform Usage Intensity
Chart type	Heatmap
Dimension(s)	Hour of day (x-axis) Day of week (y-axis)
Metric(s)	Average kilometers driven User activity intensity (color)

Additional considerations:

1. **Accessibility Features:**
   - Large print options
   - Text-to-speech alternatives
   - Color-blind friendly palette
2. **Privacy and Security:**
   - Implement data masking
   - Comply with privacy regulations
   - Anonymize user identifiers
3. **User Experience:**
   - Mobile-responsive design
   - Customizable alerts
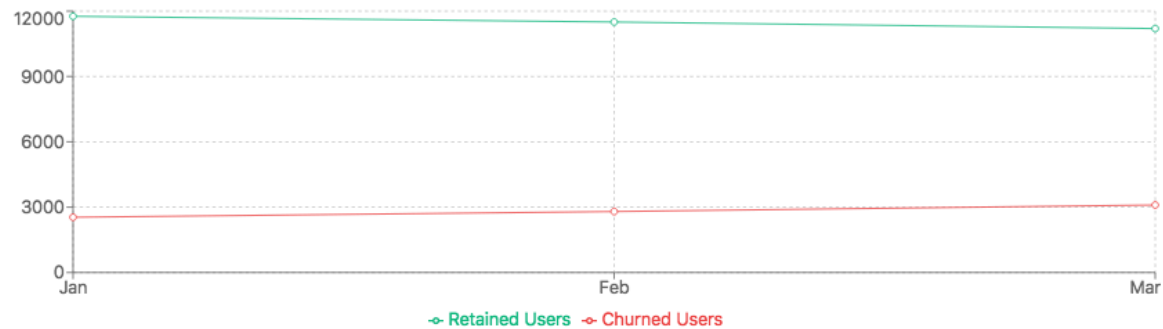   - Interactive drill-down capabilities
4. **Technical Requirements:**
   - Real-time data updates
   - Performance optimization
   - Scalable architecture

Dashboard mockup

Waze User Retention Dashboard

Daily
Quarterly
Yearly

Monthly Churn Trends

Retained Users   Churned Users

Churn by Device Type

iPhone	Android
Retained Users: 7580	Retained Users: 4183
Churned Users: 1645	Churned Users: 891
Churn Rate: 17.83%	Churn Rate: 17.56%