Waze Data Summary

EDA Analysis

Key Findings:

- Overall churn rate of ~18% vs retention rate of 82%
- Device distribution: ~65% iPhone users vs ~35% Android users
- Consistent churn rates between devices (iPhone: 17.83%, Android: 17.56%)
- Higher churn among high-mileage drivers
- Lower churn among frequent app users
- Median driven kilometers significantly higher for churned users (698 km vs 289 km)

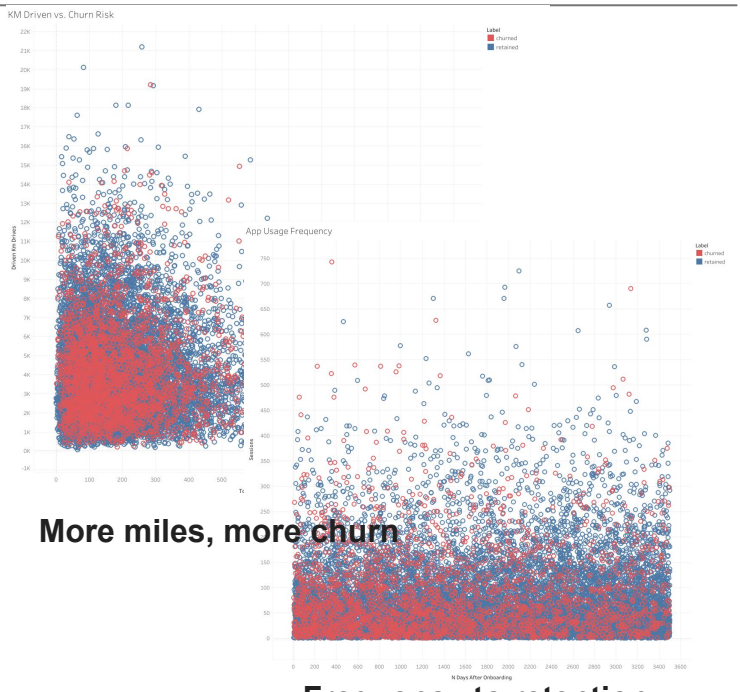
User Retention Dashboard

Results Summary: Exploratory analysis reveals a clear pattern where user retention is strongly tied to usage frequency rather than tenure, with high-mileage drivers showing increased churn risk despite platform familiarity. The platform maintains a healthy overall retention rate of 82%, with remarkably consistent performance across device types.

Churn Analysis

Key Findings:

- Churned users averaged 3 more drives per month than retained users
- Retained users use the app twice as frequently
- Churned users drive 240% more distance per drive day
- Strong correlation between usage frequency and retention
- 40% churn rate for inactive users vs 0% for daily users



More miles, more churn

Frequency to retention

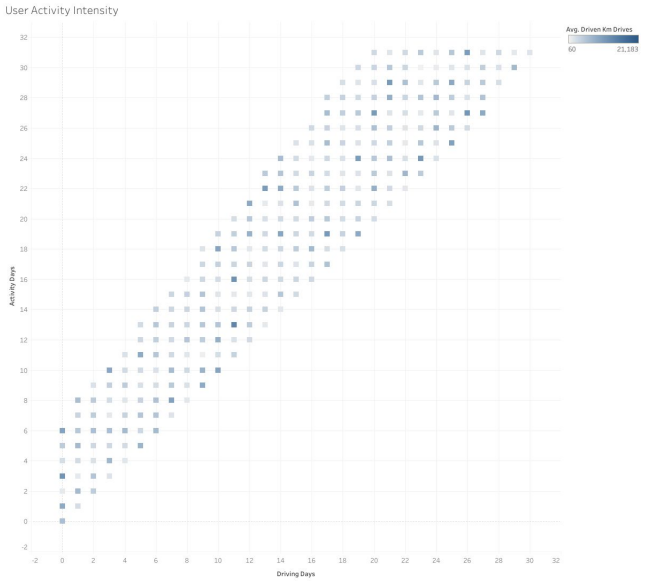
Results Summary: Analysis demonstrates a counterintuitive relationship where churned users show higher platform engagement in terms of distance driven but lower frequency of use, suggesting that intensive rather than consistent usage may predict churn. The **strongest predictor of retention** is daily active usage, with zero churn among daily users.

Waze Data Summary

Platform Usage Patterns

Key Findings:

- Median of 16 app opens per month
- About half of all users had 40%+ of their total sessions in the last month
- Clear correlation between driving days and retention
- Right-skewed distribution for sessions, drives, and total_sessions



User Intensity

Results Summary: Usage data indicates a bimodal distribution with **distinct user groups:** power users who engage daily and occasional users with sporadic activity, with the latter group at significantly higher risk of churn. A notable anomaly is the recent concentration of activity, with half of all users showing 40%+ of their total sessions in the last month.

Combined Analysis Results

Key Findings:

- High-mileage users with more frequent drives show higher churn risk
- Device type does not significantly impact churn probability
- User engagement shows strong inverse correlation with churn
- Recent activity spike among long-term users requires investigation
- Potential intervention points identified at specific usage thresholds

User Retention Dashboard

Results Summary: The comprehensive analysis reveals that while device type has minimal impact on churn, user behavior patterns - particularly the combination of high mileage and low frequency - strongly predict churn risk. This suggests opportunities for targeted intervention strategies focused on encouraging consistent rather than intensive usage.