User Churn Project | Preliminary Data Summary

Prepared for: Waze Leadership Team

OVERVIEW

The Waze data team is analyzing **user churn behavior** to understand why some users **stop using the app**. The goal is to identify key **engagement patterns, driving behaviors, and app usage trends** to improve retention and develop **targeted solutions** for at-risk users.

PROJECT STATUS

Data analysis completed, revealing behavioral differences between churned and retained users. Identified **high-usage drivers** as a unique group requiring further investigation. Insights **suggest potential improvements** in Waze features to better serve long-distance drivers. Next **phase**: Implementing strategies to enhance user retention.

NEXT STEPS

✓ **User Surveys & Feedback** – Collect insights from high-mileage drivers to understand **feature gaps**.
✓ **Personalized Engagement Strategies** – Implement targeted notifications, rewards, and gamification to encourage **consistent app use**.
✓ **Feature Enhancements for Long-Distance Drivers** – Develop new tools like **fuel price tracking, break planning, and optimized routes**.
✓ **Predictive Churn Model** – Use **machine learning** to proactively **identify and retain at-risk users**.

KEY INSIGHTS

[1] **High-usage drivers require further investigation** – These users drive significantly more than others but are more likely to churn. Their behavior suggests unique navigation needs.

[2] **Retained users engage more consistently over time** – They use Waze regularly, spread across more days, indicating strong long-term app value.

[3] **Long-distance drivers may need specialized app features** – Their churn suggests **Waze may lack key functionalities** for extended trips, such as fuel tracking, rest stops, and advanced trip planning.