User Churn Project | Preliminary Data Summary

Prepared for: Waze Leadership Team

OVERVIEW

The Waze data team endeavors to reduce monthly user churn and enhance app growth through an analytics project. Utilizing comprehensive exploratory data analysis (EDA), Waze seeks to improve retention and overall satisfaction by effectively targeting at-risk users
This report offers a preliminary data summary, information on the project status and key insights From EDA.

PROJECT STATUS

Exploratory Data Analysis Summary

🎯 **Target Goal:**

- Inspect user data to learn important relationships between variables and deeply understand the features present in the dataset .
- Clean the dataset , get rid of outliers, unwanted data features , and data with error.
- perform Data transformation and structuring .

🎯 **Impact:**

Our team determined important relationships between variables that will guide further analysis of user data.

NEXT STEPS

➔ **Gathering more data on the super-drivers**. It's possible that the reason they're driving so much is also the reason why the Waze app does not meet their specific set of needs, which may differ from the typical driver.

➔ **The immediate next step is to develop data visualizations** to illustrate the narrative behind the data and guide future project decisions.

KEY INSIGHTS

- This dataset contains **82% retained users** and **18% churned users**.
- The dataset comprises 12 distinct variables, encompassing object, float, and integer types. The label column lacks 700 values, with no indication of non-randomness in the omissions.
- Churned users averaged ~3 more drives in the last month than retained users.
- Retained users used the app on over twice as many days as churned users in the last month.
- The median churned user drove ~200 more kilometers and 2.5 more hours during the last month than the median retained user.
- Users who churned tended to have more drives condensed into fewer days, with trips covering longer distances and durations. This pattern may hint at a distinct user profile, prompting our team to delve further into exploration.
- The median user who churned drove 698 kilometers each day they drove last month, which is about 240% the per-drive-day distance of retained users.
- Irrespective of user churn, the users in this dataset exhibit high driving activity. It's likely that this data doesn't reflect the behavior of typical drivers in general.