User Churn Project | Two-Sample Hypothesis Test Results

Prepared for: Waze Leadership Team

Overview

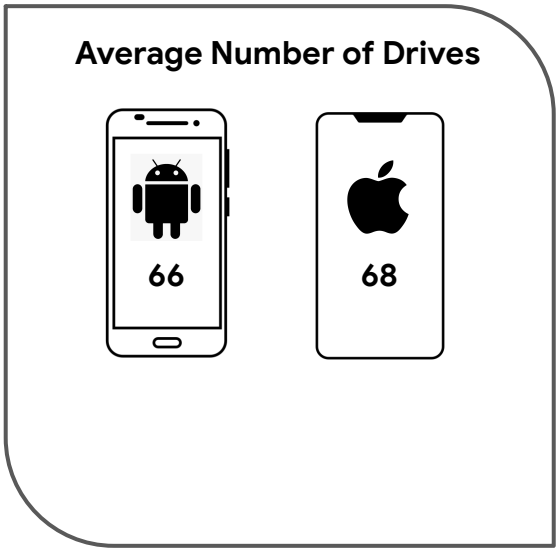
The Waze data team is engaged in a data analytics initiative aimed at reducing monthly user churn and fostering overall app growth. Through thorough exploratory data analysis (EDA), Waze seeks to more effectively identify users at risk of churning, thereby improving retention and overall satisfaction.This report offers information on the project status and results of Hypothesis Test.

Objective

🎯 **Target Goal:** Conduct a two-sample hypothesis test to assess whether a statistically significant difference exists between the mean number of rides based on device type—Android versus iPhone.

🎯 **Impact:** This allow the Waze data team to draw inferences about the populations from which the data originated and gain insights into their user base.

Results



- According to the calculations, drivers who utilize an iPhone to engage with the application typically have a greater number of drives, on average.
- **The t-test results concluded there is not a statistically significant difference in mean number of rides between iPhone users and Android users.**

Next Steps

➔ Run additional t-tests on other variables to learn more about user behavior.

➔ Additionally, since the user experience is the same, temporary changes in marketing or user interface may be impactful rendering more data to investigate user churn behavior.