



Predicting User Churn Proposal

Overview:

To build a predictive model for Waze to predict user churn in order to strengthen user retention strategies.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE) Plan	• Global-level project document	• May Santner - Data Analysis Manager • Chidi Ga - Senior Data Analyst • Sylvester Esperanza - Senior Project Manager
1a	Write a project proposal Plan		• May Santner - Data Analysis Manager • Chidi Ga - Senior Data Analyst Sylvester Esperanza - Senior Project Manager
2	Compile summary information about the data Analyze	Data files ready for EDA	Chidi Ga - Senior Data Analyst
2a	Begin exploring the data Analyze		Chidi Ga - Senior Data Analyst
3	Data exploration and cleaning	EDA report	Chidi Ga - Senior Data Analyst



Course 1: Foundations of Data Science

	Plan and Analyze		
3a	Visualization building Analyze and Construct	Tableau dashboard/visualizations	Chidi Ga - Senior Data Analyst
4	Conduct hypothesis testing Analyze	Analysis of testing results between two important variables	Chidi Ga - Senior Data Analyst
4a	Build a regression model Analyze and Construct		Chidi Ga - Senior Data Analyst
5	Build a machine learning model Analyze and Construct		Chidi Ga - Senior Data Analyst
5a	Evaluate the model Construct	Determine the success of the model	Chidi Ga - Senior Data Analyst
6	Build a machine learning model Construct	Final model	Chidi Ga - Senior Data Analyst



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6a	<p>Communicate final insights with stakeholders</p> <p>Execute</p>	<p>Report to all stakeholders</p>	<ul style="list-style-type: none">● Harriet Hadzic - Director of Data Analysis● May Santner - Data Analysis Manager● Chidi Ga - Senior Data Analyst● Sylvester Esperanza - Senior Project Manager● Emrick Larson - Finance and Administration Department Head● Ursula Sayo - Operations Manager
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