



# 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	<ul style="list-style-type: none"><li>Global-level project document</li></ul>	<ul style="list-style-type: none"><li>May Santner - Data Analysis Manager</li><li>Chidi Ga - Senior Data Analyst</li><li>Sylvester Esperanza - Senior Project Manager</li></ul>
1a	Write a project proposal  Plan		<ul style="list-style-type: none"><li>May Santner - Data Analysis Manager</li><li>Chidi Ga - Senior Data Analyst</li></ul> 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



## Course 1: Foundations of Data Science

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