Predicting user churn project proposal

Objectives Waze leadership has asked the data team to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

Planning and Analysing

Milestone	Task	Outcome Deliverable	Relevant stake holder
1	Establish structure of the project workflow	Global-level project document	Data Analysis Manager
1a	Write project proposal	report	Senior Project manager
2	Compile summary information about the data	Data files	Senior Data Analyst
2a	Data exploration and cleaning	EDA report	Data Analysis Manager
2b	Conduct hypothesis testing	Analysis testing result	Director of data analysis
3a	Build visualization	Dashboards	Senior Project Manager
3a	Building regression model	Model results	Senior Data Analyst
4	Evaluate the model	Model metrics	Director of data analysis
4a	Communicate final insight	Presentations and reports	Everyone