



Project background

Waze's data team is working on the churn project. The following tasks are needed at this stage of the project:

- Determine the correct modeling approach
- Build a regression model
- Finish checking model assumptions
- Evaluate the model
- Interpret model results and summarize findings for cross-departmental stakeholders within Waze

The assignment

Create a regression model for the churn project. Determine the type of regression model that is needed and develop one using Waze's churn project data.

Specific project deliverables

- Build a binomial logistic regression model
- Create an executive summary to share your results