



Project background

Waze's data team is in the earliest stages of the churn project. The following tasks are needed before the team can begin the data analysis process:

- A project proposal identifying the following:
 - Organize project tasks into milestones
 - Classify tasks using the PACE workflow
 - Identify relevant stakeholders

The assignment

Waze is asking for a project proposal that will create milestones for the tasks within this project. Remember to take into account the audience, team, project goal, and PACE stages of each task in planning the project deliverable.

Specific project deliverables

- PACE Strategy Document to plan the project while considering the audience members, teammates, key milestones, and overall project goal.
- Create a project proposal for the data team.



Meeting notes

From: "May Santner," May@waze.com

Subject: Your first task: Review meeting notes

If you are reading this message, then your company accounts have been created! Now is the perfect time to get started. Last week, I attended an internal meeting with our leadership team about a new project. You'll receive more information in the next few days, but I'd like you to be aware of some key points made by leadership. Here is an excerpt from my meeting notes. I've organized the points by the person who made them.

Sylvester Esperanza, Senior Project Manager

- The data team will need a global-level project document to outline project goals and milestones.
- We will need to generate some visuals to share with the Waze executives.

Chidi Ga, Senior Data Analyst

- The dataset has to be inspected before any analysis can begin.
- The data team needs to learn more about the data through exploratory data analysis (EDA).
- Eventually, our team will need to test the model to find out if it's delivering consistent results.

Harriet Hadzic, Director of Data Analysis

- Before we share any insights, we'll need to determine whether or not our model meets the project requirements.
- Once we finalize the model, I'll need to know the main talking points for our presentation to the leadership team.

My thoughts and concerns...

- I think it's best to use Python for this project. I'll have someone on my team set that up as soon as we have the project proposal in place.
 - It will be important to establish the relationship between key variables in the dataset. I'd suggest the data team consider hypothesis testing.

Review the meeting notes and proposed tasks from each team member to become familiar with the project's context. I'll ask you to identify project tasks and come up with a structure to guide the data team through this project. After our discussion about your experience in the Google certificate program, I know that your efficient communication style and strong problem-solving skills will help the data team achieve its goals.

There will be more details sent to you soon.

Welcome to the team,

May Santner

Data Analysis Manager

Waze