



Project proposal

Overview

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.

Milestones	Tasks	Deliverables/Reports	Relevant Stakeholder
1 1-2 days	Establish structure for project workflow (PACE) Plan ▾	<ul style="list-style-type: none">Global-level project document	May Santner — Data Analysis Manager
1a	Write a project proposal Plan ▾		Sylvester Esperanza — Senior Project Manager
2 2-3 weeks	Compile summary information about the data Analyze ▾	<ul style="list-style-type: none">Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	Begin exploring the data Analyze ▾		
3 1 week	Data exploration and cleaning	<ul style="list-style-type: none">EDA report	Chidi Ga — Senior Data Analyst

	Plan ▾ and Analyze ▾		
3a	Visualization building Analyze ▾ and Construct ▾	<ul style="list-style-type: none"> Tableau dashboard/visualizations 	Sylvester Esperanza — Senior Project Manager
4 1 week	Compute descriptive statistics Analyze ▾	<ul style="list-style-type: none"> Analysis of testing results between two important variables 	
4a	Conduct hypothesis testing Analyze ▾ and Construct ▾		May Santner — Data Analysis Manager
5 1-2 weeks	Build a regression model Analyze ▾ and Construct ▾		
5a	Evaluate the model Execute ▾	<ul style="list-style-type: none"> Determine the success of the model 	Harriet Hadzic — Director of Data Analysis
6	Build a machine learning model Construct ▾	<ul style="list-style-type: none"> Final model 	
6a	Communicate final insights with stakeholders Execute ▾	<ul style="list-style-type: none"> Report to all stakeholders 	Harriet Hadzic — Director of Data Analysis