



Waze Churn Project Proposal

Overview: This project will be to develop a machine learning method to predict and prevent user churn of the Waze app.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>	<ul style="list-style-type: none">Global-level project document	
1a	<div>Write a project proposal</div> <div>Plan ▾</div>		
2	<div>Compile summary information about the data</div> <div>Analyze ▾</div>	<ul style="list-style-type: none">Data files ready for EDA	
2a	<div>Begin exploring the data</div> <div>Analyze ▾</div>		
3	<div>Data exploration and cleaning</div>	<ul style="list-style-type: none">EDA report	



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	Plan and Analyze		
3a	Visualization building Analyze and Construct	<ul style="list-style-type: none">Tableau dashboard/visualizations	
4	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		
5	Build a regression model Analyze and Construct		
5a	Evaluate the model Execute	<ul style="list-style-type: none">Determine the success of the model	
6	Evaluate the model Execute	<ul style="list-style-type: none">Final model	
6a	Communicate final insights with stakeholders	<ul style="list-style-type: none">Report to all stakeholders	



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