**Waze Churn Project Proposal**

## **Overview:**

Crete a machine learning model to forecast and help minimize user churn.

| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| --- | --- | --- | --- |
| **1** | **Write a project proposal**  **Plan** | * Global-level project document | Sylvester Esperanza — Senior  Project Manager |
| **1a** | **Establish structure for project workflow (PACE)**  **Plan** |  | May Santner — Data Analysis  Manager |
| **2** | **Compile summary information about the data**  **Analyze** | * Data files ready for EDA | Chidi Ga — Senior Data Analyst |
| **2a** | **Begin exploring the data**  **Analyze** |  |  |
| **3** | **Data exploration and cleaning**  **Plan and Analyze** | * EDA report | Chidi Ga — Senior Data Analyst |
| **3a** | **Visualization building**  **Analyze and Construct** | * Tableau dashboard/visualizations | Sylvester Esperanza — Senior  Project Manager |
| **4** | **Compute descriptive statistics**  **Analyze** | * Analysis of testing results between two important variables |  |
| **4a** | **Conduct hypothesis testing**  **Analyze and Construct** |  | May Santner — Data Analysis  Manager |
| **5** | **Build a regression model**  **Analyze and Construct** |  |  |
| **5a** | **Build a machine learning model**  **Construct** | * Determine the success of the model |  |
| **6** | **Evaluate the model**  **Execute** | * Final model | Harriet Hadzic — Director of Data  Analysis |
| **6a** | **Communicate final insights with stakeholders**  **Execute** | * Report to all stakeholders | Harriet Hadzic — Director of Data  Analysis |