



Waze 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.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE) Plan	Global-level project document	May Santner — Data Analysis Manager
1a	Write a project proposal Plan		Sylvester Esperanza — Senior Project 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	EDA report	Chidi Ga — Senior Data Analyst



Course 1: Foundations of Data Science

	Plan and Analyze		
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	Evaluate the model Execute	Determine the success of the model	Harriet Hadzic — Director of Data Analysis
6	Build a machine learning model Construct	Final model	



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6a	Communicate final insights with stakeholders Execute	Report to all stakeholders	Harriet Hadzic — Director of Data Analysis
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Estimated times equate to the length of the Coursera courses.

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks