Course 1: Foundations of Data Science

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.

Milestones	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional)
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 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	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	
6a	Communicate final insights with stakeholders Execute	• Report to all stakeholders	Harriet Hadzic — Director of Data Analysis

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