

Customer Churn project proposal

Overview

Data team to build a machine learning model to predict user churn.

| Milestones | Tasks | Deliverables/Reports |
|------------|---|---|
| 1 | Establish structure for project workflow Plan | <ul style="list-style-type: none">Global-level project document |
| 1a | Write a project proposal Plan | |
| 2 | Compile summary information about the data Analyze | Data files ready for EDA |
| 2a | Begin exploring the data Analyze | |
| 3 | Data exploration and cleaning Plan and Analyze | EDA report |
| 3a | Visualization building | PowerBI dashboard/visualizations |

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|----|---|---|
| | Analyze and Construct | |
| 4 | Compute descriptive statistics Analyze | 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 | Determine the success of the model |
| 6 | Build a machine learning model Construct | Final model |
| 6a | Communicate final insights Execute | Report |