**Customer Churn project proposal**

## **Overview**

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

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| **Milestones** | **Tasks** | **Deliverables/Reports** |
| **1** | **Establish structure for project workflow**  **Plan** | * 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**  **Analyze and Construct** | * PowerBI dashboard/visualizations |
| **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 |