

Waze App user churn project proposal

Objective:

The objective of this project is to develop a machine learning model to predict user churn within the Waze app. Leveraging data collected from Waze users, the goal is to create a predictive model that identifies patterns and indicators leading to user attrition.

Methodology:

Data collection and preprocessing, feature selection, model development, Validation and Performance Metrics, Continuous Improvement, integration with Waze Platform.

Planning and Analyzing stage			
Milestone	Tasks	Outcome/Deliverable	Deadlines
Milestone 1	<ul style="list-style-type: none">Outline project workflowSelect relevant dataset Write project proposal	Stakeholders updated	Monday, 10
Milestone 2	<ul style="list-style-type: none">Data exploration and cleaningDescriptive statistics & visualization	Data ready for modeling	Wednesday, 13
Constructing and Executing stages			
Milestone 3	<ul style="list-style-type: none">Finalize modeling strategyBuild machine learning modelTest models for accuracy	<ul style="list-style-type: none">Machine learning model Stakeholders updated	Friday, 15
Milestone 4	<ul style="list-style-type: none">Finalize resultsShare findings with stakeholders Incorporate feedback	<ul style="list-style-type: none">VisualizationExecutive summary Presentation results	Monday, 18