**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.

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| **Planning and Analyzing stage** | | | |
| Milestone | Tasks | Outcome/Deliverable | Deadlines |
| Milestone 1 | * Outline project workflow * Select relevant dataset Write project proposal | Stakeholders updated | Monday, 10 |
| Milestone 2 | * Data exploration and cleaning * Descriptive statistics & visualization | Data ready for modeling | Wednesday, 13 |
| **Constructing and Executing stages** | | | |
| Milestone 3 | * Finalize modeling strategy * Build machine learning model * Test models for accuracy | * Machine learning model Stakeholders updated | Friday, 15 |
| Milestone 4 | * Finalize results * Share findings with stakeholders Incorporate feedback | * Visualization * Executive summary Presentation results | Monday, 18 |