



Waze User Churn Project Proposal

Overview:

The data analysis team will build a machine learning model to predict user churn for the Waze app and recommend steps for increasing user retention.

Milestone	Tasks	Deliverables/Reports
1	<div>Write a project proposal</div> <div>Plan ▾</div>	<ul style="list-style-type: none">Global-level project document
1a	<div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>	
2	<div>Begin exploring the data</div> <div>Analyze ▾</div>	<ul style="list-style-type: none">Data files ready for EDA
2a	<div>Compile summary information about the data</div> <div>Analyze ▾</div>	
3	<div>Data exploration and cleaning</div> <div>Plan ▾ and Analyze ▾</div>	<ul style="list-style-type: none">EDA report



Course 1: Foundations of Data Science

3a	<p>Visualization building</p> <p>Analyze ▾ and Construct ▾</p>	<ul style="list-style-type: none">Tableau dashboard/visualizations
4	<p>Compute descriptive statistics</p> <p>Analyze ▾</p>	<ul style="list-style-type: none">Analysis of testing results between two important variables
4a	<p>Conduct hypothesis testing</p> <p>Analyze ▾ and Construct ▾</p>	
5	<p>Build a regression model</p> <p>Analyze ▾ and Construct ▾</p>	
5a	<p>Evaluate the model ▾</p> <p>Execute ▾</p>	<ul style="list-style-type: none">Determine the success of the model
6	<p>Build a machine learning model</p> <p>Construct ▾</p>	<ul style="list-style-type: none">Final model
6a	<p>Communicate final insights with stakeholders</p> <p>Execute ▾</p>	<ul style="list-style-type: none">Report to all stakeholders