**Waze project proposal**

## **Overview**

Build a machine learning model as asked by Waze leadership to predict user churn. Moreover, identify specific factors that contribute to churn in order to prevent churn, improve user retention, and increase Waze’s business growth. The model will be based on data collected from users of the Waze app.

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| **Milestones** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional)** |
| **1** | **Establish structure for project workflow (PACE)Plan** | * Global-level project document | May Santner — Data Analysis Manager |
| **1a** | **Write a project proposal**  **Plan** |  | Sylvester Esperanza — Senior Project Manager |
| **2** | **Compile summary information about the data**  **Analyze** | * Data files ready for EDA | Chidi Ga — Senior Data Analyst |
| **2a** | **Begin exploring the data**  **Analyze** |  |  |
| **3** | **Data exploration and cleaning**  **Plan and Analyze** | * EDA report | Chidi Ga — Senior Data Analyst |
| **3a** | **Visualization building**  **Analyze and Construct** | * Tableau dashboard/visualizations | Sylvester Esperanza — Senior Project Manager |
| **4** | **Compute descriptive statistics**  **Analyze** | * Analysis of testing results between two important variables |  |
| **4a** | **Conduct hypothesis testing**  **Analyze and Construct** |  | May Santner — Data Analysis Manager |
| **5** | **Build a regression model**  **Analyze and Construct** |  |  |
| **5a** | **Evaluate the model**  **Execute** | * Determine the success of the model | Harriet Hadzic — Director of Data Analysis |
| **6** | **Build a machine learning model**  **Construct** | * Final model |  |
| **6a** | **Communicate final insights with stakeholdersExecute** | * Report to all stakeholders | Harriet Hadzic — Director of Data Analysis |

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks