



Propuesta de proyecto para Waze

Overview:

El equipo directivo de Waze ha solicitado al área de Ciencia de datos que construya un modelo de aprendizaje automático para predecir la pérdida de usuarios (churn). El modelo se basará en datos recopilados de los usuarios de la aplicación de Waze.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Establish structure for project workflow (PACE) ▾</div> <div>Plan ▾</div>	<ul style="list-style-type: none">Global-level project document	May Santner — Data Analysis Manager
1a	<div>Write a project proposal ▾</div> <div>Plan ▾</div>		Sylvester Esperanza — Senior Project Manager
2	<div>Compile summary information about the data ▾</div> <div>Analyze ▾</div>	<ul style="list-style-type: none">Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	<div>Begin exploring the data ▾</div> <div>Analyze ▾</div>		
3	<div>Data exploration and cleaning ▾</div>	<ul style="list-style-type: none">EDA report	Chidi Ga — Senior Data Analyst



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	Plan and Analyze		
3a	Visualization building Analyze and Construct	<ul style="list-style-type: none">Tableau dashboard/visualizations	
4	Compute descriptive statistics Construct	<ul style="list-style-type: none">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	Choose a task Select PACE stage	<ul style="list-style-type: none">Determine the success of the model	
6	Evaluate the model Execute	<ul style="list-style-type: none">Final model	Harriet Hadzic — Director of Data Analysis
6a	Communicate final insights with stakeholders	<ul style="list-style-type: none">Report to all stakeholders	Harriet Hadzic — Director of Data



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	<div>Execute ▾</div>		Analysis
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