**Project plan**

## **Overview**

Project goal: to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app

***Note:*** This project was created for pedagogical purposes and does not represent Waze’s actual data.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stages** | **Tasks** | **Phase** | **Deliverables/Reports** | **Tools** |
| 1 | Prepare a project plan | Plan | Global-level project document |  |
| 2 | Data exploration and cleaning - EDA | Analyze | EDA report | Python |
| 3 | Compute descriptive statistics | Analyze | Analysis of testing results between two important variables |  |
| 3a | Conduct hypothesis testing | Analyze  Construct |  |  |
| 4 | Build a regression model | Analyze  Construct |  |  |
| 4a | Evaluate the model | Execute | Determine the success of the model |  |
| 5 | Build a machine learning model | Construct | Final model |  |
| 5a | Communicate final insights with stakeholders | Execute | Report to all stakeholders |  |