**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.

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| **Stages** | **Tasks** | **Phase** | **Deliverables/Reports** | **Tools** |
| 1 | Prepare a project plan | Plan | Global-level project document |  |
| 2 | Compile summary information about the data | Analyze | Data files ready for EDA | Python |
| 3 | Data exploration and cleaning | Plan  Analyze | EDA report |  |
| 3a | Visualization building | Analyze  Construct |  | Tableau |
| 4 | Compute descriptive statistics | Analyze | Analysis of testing results between two important variables |  |
| 4a | Conduct hypothesis testing | Analyze  Construct |  |  |
| 5 | Build a regression model | Analyze  Construct |  |  |
| 5a | Evaluate the model | Execute | Determine the success of the model |  |
| 6 | Build a machine learning model | Construct | Final model |  |
| 6a | Communicate final insights with stakeholders | Execute | Report to all stakeholders |  |