User Churn Prediction Proposal

Overview:

Build a machine learning model to predict User Churn to reduce churn and improve customer retention, based on data collected from users on the Waze app.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE) ▾ Plan ▾	● Global-level project document	May Santner
1a	Write a project proposal ▾ Plan ▾		Sylvester Esperanza
2	Compile summary information about the data ▾ Analyze ▾	● Data files ready for EDA	Chidi Ga
2a	Begin exploring the data ▾ Analyze ▾		
3	Data exploration and cleaning ▾ Plan ▾ and Analyze ▾	● EDA report	Chidi Ga

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3a	Visualization building ▾ **Analyze** ▾ and **Construct** ▾	● Tableau dashboard/visualizations	Sylvester Esperanza
4	Compute descriptive statistics ▾ **Analyze** ▾	● Analysis of testing results between two important variables	
4a	Conduct hypothesis testing ▾ **Analyze** ▾ and **Construct** ▾		May Santner
5	Build a regression model ▾ **Analyze** ▾ and **Construct** ▾		
5a	Evaluate the model ▾ **Execute** ▾	● Determine the success of the model	Harriet Hadzic
6	Build a machine learning model ▾ **Construct** ▾	● Final model	
6a	Communicate final insights with stakeholders ▾ **Execute** ▾	● Report to all stakeholders	Harriet Hadzic