



Waze User Churn Proposal

Overview:

As a member of the Waze Data Analytics team, we've been tasked with developing a machine learning model that can predict user churn. To accomplish this task, we will be provided with a sample of Waze user data.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
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		May Santner, Data Analysis Manager
3	Data exploration and cleaning	EDA report	Chidi Ga, Senior Data Analyst



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	Plan and Analyze		
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	Chidi Ga, Senior Data Analyst
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	Chidi Ga, Senior Data Analyst



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6a	<p>Communicate final insights with stakeholders</p> <p>Execute</p>	<p>Report to all stakeholders</p>	<p>Harriet Hadzic, Director of Data Analysis</p>
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