



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
1	Establish structure for project workflow (PACE) Plan
1a	Write a project proposal Plan
2	Compile summary information about the data Analyze
2a	Begin exploring the data Analyze



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3	Data exploration and cleaning Plan and Analyze
3a	Visualization building Analyze and Construct
4	Compute descriptive statistics Analyze
4a	Conduct hypothesis testing Analyze and Construct
5	Build a regression model Analyze and Construct
5a	Evaluate the model Execute



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6	Build a machine learning model Construct
6a	Communicate final insights with stakeholders Execute