

Waze project proposal

Overview

Waze leadership has asked the data team to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

Milestones	Tasks	Deliverables/Reports	Estimated Time	Relevant Stakeholder/Coworkers (Optional)
1	Establish structure for project workflow (PACE) Plan	<ul style="list-style-type: none">Global-level project document	1-2 days	Data Analysis Manager
1a	Write a project proposal Plan			Senior Project Manager
2	Compile summary information about the data Analyze	<ul style="list-style-type: none">Data files ready for EDA	2-3 weeks	Senior Data Analyst
2a	Begin exploring the data Analyze			
3	Data exploration and cleaning Plan and Analyze	<ul style="list-style-type: none">EDA report	1 week	Senior Data Analyst

3a	Visualization building Analyze ▾ and Construct ▾	<ul style="list-style-type: none"> Tableau dashboard/visualizations 		Senior Project Manager
4	Compute descriptive statistics Analyze ▾	<ul style="list-style-type: none"> Analysis of testing results between two important variables 	1 week	
4a	Conduct hypothesis testing Analyze ▾ and Construct ▾			Data Analysis Manager
5	Build a regression model Analyze ▾ and Construct ▾		1-2weeks	
5a	Evaluate the model Execute ▾	<ul style="list-style-type: none"> Determine the success of the model 		Director of Data Analysis
6	Build a machine learning model Construct ▾	<ul style="list-style-type: none"> Final model 	2-3weeks	
6a	Communicate final insights with stakeholders Execute ▾	<ul style="list-style-type: none"> Report to all stakeholders 		Director of Data Analysis

