

Wave User Churn Prediction Model **Proposal**

Overview:

The data team's objective is to develop a machine learning model that can predict monthly user churn.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>	<ul style="list-style-type: none">Global-level project document	
1a	<div>Write a project proposal</div> <div>Plan ▾</div>		
2	<div>Begin exploring the data</div> <div>Analyze ▾</div>	<ul style="list-style-type: none">Data files ready for EDA	
2a	<div>Data exploration and cleaning</div> <div>Analyze ▾</div>		
3	<div>Visualization building</div> <div>Analyze ▾ and Execute ▾</div>	<ul style="list-style-type: none">EDA report	

3a	<p>Conduct hypothesis testing</p> <p>Analyze ▾ and Construct ▾</p>	<ul style="list-style-type: none"> Tableau dashboard/visualizations 	
4	<p>Compute descriptive statistics</p> <p>Construct ▾</p>	<ul style="list-style-type: none"> Analysis of testing results between two important variables 	
4a	<p>Build a regression model</p> <p>Analyze ▾ and Construct ▾</p>		
5	<p>Build a machine learning model</p> <p>Construct ▾ and Analyze ▾</p>		
5a	<p>Evaluate the model</p> <p>Construct ▾</p>	<ul style="list-style-type: none"> Determine the success of the model 	
6	<p>Compile summary information about the data</p> <p>Construct ▾</p>	<ul style="list-style-type: none"> Final model 	
6a	<p>Communicate final insights with stakeholders</p> <p>Execute ▾</p>	<ul style="list-style-type: none"> Report to all stakeholders 	