Waze 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.

Milestone	Tasks	Deliverables/Reports
1	**Establish structure for project workflow (PACE)** `Plan ▾`	• Global-level project document
1a	**Write a project proposal** ▾ `Plan ▾`	
2	**Compile summary information about the data** `Analyze ▾`	• Data files ready for EDA
2a	**Begin exploring the data** ▾ `Analyze ▾`	
3	**Data exploration and cleaning** `Plan ▾` and `Analyze ▾`	• EDA report

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