**Customer Churn Prediction Project Proposal**

## **Overview:**

The data team’s objective is to develop a machine learning model to predict monthly user churns which is aimed at customer retention for overall growth of the company.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **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  Analyze **and** Construct | * Tableau dashboard/visualizations |  |
| **4** | Compute descriptive statistics  Analyze | * Analysis of testing results between two important variables |  |
| **4a** | Conduct hypothesis testing  Analyze **and** Construct |  |  |
| **5** | Build a regression model  Analyze **and** Construct |  |  |
| **5a** | Evaluate the model  Execute | * Determine the success of the model |  |
| **6** | Build a machine learning model  Construct | * Final model |  |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders |  |