

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	Relevant Stakeholder (Optional)
1	<div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>	<ul style="list-style-type: none">Global-level project document	May Santner — Data Analysis Manager
1a	<div>Write a project proposal</div> <div>Plan ▾</div>	-	Sylvester Esperanza — Senior Project Manager
2	<div>Compile summary information about the data</div> <div>Analyze ▾</div>	<ul style="list-style-type: none">Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	<div>Begin exploring the data</div> <div>Analyze ▾</div>	-	-
3	<div>Data exploration and cleaning</div> <div>Plan ▾ and Analyze ▾</div>	<ul style="list-style-type: none">EDA report	Chidi Ga — Senior Data Analyst

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

- Milestone 1: 1-2 days

- 
- **Milestone 2:** 2-3 weeks
 - **Milestone 3:** 1 week
 - **Milestone 4:** 1 week
 - **Milestone 5:** 1-2 weeks