**Monthly User Churn Prediction**

**Model for Waze**

## **Overview:**

This project aims to analyze user activity data from the Waze app to predict user churn using machine learning. The project follows the PACE workflow to identify churn drivers, build a predictive model, and deliver insights to stakeholders to support data-driven decisions that enhance user retention

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Write a project proposal  Plan | * Global-level project document | Sylvester Esperanza |
| **1a** | Establish structure for project workflow (PACE)  Plan | |  | | --- | | Project roadmap |  |  | | --- | |  | | |  | | --- | | Chidi Ga |  |  | | --- | |  | |
| **2** | Data exploration and cleaning  Analyze | * Data files ready for EDA | Chidi Ga   |  | | --- | |  | |
| **2a** | Compute descriptive statistics  Analyze | |  | | --- | | Data summary tables |  |  | | --- | |  | | |  | | --- | | May Santner |  |  | | --- | |  | |
| **3** | Begin exploring the data  Analyze **and** Construct | * EDA report | |  | | --- | | Harriet Hadzic |  |  | | --- | |  | |
| **3a** | Visualization building  Analyze **and** Construct | * Tableau dashboard/visualizations | |  | | --- | | Ursula Sayo |  |  | | --- | |  | |
| **4** | Conduct hypothesis testing  Analyze | * Analysis of testing results between two important variables | |  | | --- | | Harriet Hadzic |  |  | | --- | |  | |
| **4a** | Build a regression model  Construct **and** Execute | |  | | --- | | Regression insights and visuals |  |  | | --- | |  | | |  | | --- | | Chidi Ga |  |  | | --- | |  | |
| **5** | Build a machine learning model  Construct **and** Execute | |  | | --- | | Accuracy metrics and insights |  |  | | --- | |  | | |  | | --- | | May Santner |  |  | | --- | |  | |
| **5a** | Evaluate the model  Execute | * Determine the success of the model | |  | | --- | | Harriet Hadzic |  |  | | --- | |  | |
| **6** | Evaluate the model  Execute | * Final model | |  | | --- | | May Santner |  |  | | --- | |  | |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders | Emrick Larson, Ursula Sayo |