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.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	**Establish structure for project workflow (PACE)** Plan ▾	● Global-level project document	May Santner — Data Analysis Manager
1a	**Write a project proposal** Plan ▾		Sylvester Esperanza — Senior Project Manager
2	**Compile summary information about the data** Analyze ▾	● Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	**Begin exploring the data** Analyze ▾		

3	Data exploration and cleaning Plan ▾ and Analyze ▾	● EDA report	Chidi Ga — Senior Data Analyst
3a	Visualization building Analyze ▾ and Construct ▾	● Tableau dashboard/visualizations	Sylvester Esperanza — Senior Project Manager
4	Compute descriptive statistics Analyze ▾	● 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 ▾	● Determine the success of the model	Harriet Hadzic — Director of Data Analysis

6	Build a machine learning model Construct ▾	● Final model	
6a	Communicate final insights with stakeholders Execute ▾	● Report to all stakeholders	Harriet Hadzic — Director of Data Analysis

Note: The estimated times for the milestones:
- Milestone 1: 1-2 days
- Milestone 2: 2-3 weeks
- Milestone 3: 1 week
- Milestone 4: 1 week
- Milestone 5: 1-2 weeks