



# [Waze User Churn Prediction and Retention Strategy] Proposal

## Overview:

User retention is a critical factor in Waze's growth strategy. This project aims to develop a machine learning model that predicts monthly user churn, enabling Waze to proactively engage at-risk users and improve retention.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>	<ul style="list-style-type: none"><li>Global-level project document</li></ul>	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"><li>Data files ready for EDA</li></ul>	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"><li>EDA report</li></ul>	Chidi Ga - Senior Data Analyst
3a	<div>Visualization building</div>	<ul style="list-style-type: none"><li>Tableau dashboard/visualizations</li></ul>	Sylvester Esperanza - Senior Project Manager



## Course 1: Foundations of Data Science

	Analyze ▾ and Construct ▾		
4	Compute descriptive statistics Analyze ▾	<ul style="list-style-type: none"><li>Analysis of testing results between two important variables</li></ul>	
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"><li>Determine the success of the model</li></ul>	Harriet Hadzic - Director of Data Analysis
6	Build a machine learning model Construct ▾	<ul style="list-style-type: none"><li>Final model</li></ul>	
6a	Communicate final insights with stakeholders Execute ▾	<ul style="list-style-type: none"><li>Report to all stakeholders</li></ul>	Harriet Hadzic - Director of Data Analysis