**Waze Project Proposal**

## **Overview:**

Develop a prediction model to help prevent churn, improve user retention, and grow Waze’s business.

| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder** |
| --- | --- | --- | --- |
| **1** | **Write a project proposal**  **Plan** | * Global-level project document | * Sylvester Esperanza (Senior Project Manager) |
| **1a** | **Establish structure for project workflow (PACE)**  **Plan** |  | * Harriet Hadzic (Director of Data Analysis) * Luana Rodriquez (Senior Data Analyst) |
| **2** | **Select software/languages**  **Plan** |  | * Tomas Baltrons (Data Analyst) * May Santner (Data Analysis Manager) |
| **2a** | **Compile summary information about the data**  **Analyze** | * Data files ready for cleaning | * Harriet Hadzic (Director of Data Analysis) * Chidi Ga (Senior Data Analyst) |
| **3** | **Data exploration and cleaning**  **Plan and Analyze** | * Cleaned and prepared data files for EDA | * Tomas Baltrons (Data Analyst) * Chidi Ga (Senior Data Analyst) |
| **3a** | **Begin exploring the data**  **Analyze** | * EDA report | * Harriet Hadzic (Director of Data Analysis) * Chidi Ga (Senior Data Analyst) |
| **4** | **Visualization building**  **Analyze and Construct** | * Tableau dashboard/visualizations | * Tomas Baltrons (Data Analyst) * Chidi Ga (Senior Data Analyst) |
| **4a** | **Compute descriptive statistics**  **Analyze** |  | * Harriet Hadzic (Director of Data Analysis) * May Santner (Data Analysis Manager) |
| **5** | **Conduct hypothesis testing**  **Analyze and Construct** | * Analysis of testing results between two important variables | * Harriet Hadzic (Director of Data Analysis) * Chidi Ga (Senior Data Analyst) |
| **5a** | **Build a regression model**  **Construct** | * Determine the success of the model | * May Santner (Data Analysis Manager) * Chidi Ga (Senior Data Analyst) |
| **6** | **Evaluate the model**  **Execute** | * Model validation and performance report | * Harriet Hadzic (Director of Data Analysis) * Tomas Baltrons (Data Analyst) |
| **6a** | **Communicate final insights with stakeholders**  **Execute** | * Report to all stakeholders | * Entire Team |