**Waze User Churn Prediction Project Proposal**

## **Overview:**

The goal of this project is to develop a machine learning model that predicts user churn on the Waze app. By identifying users who are at risk of churning, Waze can implement strategies to improve user retention and enhance overall growth. The project will be divided into milestones, with each task categorized according to the PACE framework (Planning, Analysis, Construction, Execution). Relevant stakeholders will be identified to ensure the successful completion of the project.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Establish structure for project workflow (PACE)  Plan | * Global-level project document |  |
| **1a** | Select software/languages  Plan |  |  |
| **2** | Begin exploring the data  Analyze | * Data files ready for EDA |  |
| **2a** | Compile summary information about the data  Analyze |  |  |
| **3** | Data exploration and cleaning  Construct **and** Analyze | * EDA report |  |
| **3a** | Visualization building  Analyze **and** Construct | * Tableau dashboard/visualizations |  |
| **4** | Compute descriptive statistics  Analyze | * Analysis of testing results between two important variables |  |
| **4a** | Build a regression model  Construct **and** Analyze |  |  |
| **5** | Build a machine learning model  Construct **and** Analyze |  |  |
| **5a** | Evaluate the model  Construct | * Determine the success of the model |  |
| **6** | Write a project proposal  Execute | * Final model |  |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders |  |