**Waze Project Proposal**

## **Overview:**

Waze app is a navigation app used by drivers. First we will perform EDA to get insights and then develop the machine learning model to predict user churn. Project goal is to prevent user churn, improve retention, and grow the business.

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| **Milestone** | **Tasks** | **Deliverables/Reports** |
| **1** | Establish structure for project workflow (PACE)  Plan | * Global-level project document |
| **1a** | Write a project proposal  Plan |  |
| **2** | Compile summary information about the data  Analyze | * Data files ready for EDA |
| **2a** | Begin exploring the data  Analyze |  |
| **3** | Data exploration and cleaning  Plan **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** | Conduct hypothesis testing  Analyze **and** Construct |  |
| **5** | Build a regression model  Analyze **and** Construct |  |
| **5a** | Evaluate the model  Execute | * Determine the success of the model |
| **6** | Build a machine learning model  Construct | * Final model |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders |