Waze User Churn Project Proposal

Overview

This project focuses on analyzing user behavior data to predict churn on the Waze app using machine learning models. By leveraging historical usage patterns, demographics, and app interactions, the goal is to identify users at risk of leaving the platform. Insights from the analysis will guide targeted retention strategies, improving overall user engagement and driving business growth. The project will involve data exploration, model building, and testing to deliver a predictive solution aimed at optimizing user retention.

Milestones	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional)
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**	• EDA report	Chidi Ga — Senior Data Analyst

	Plan and **Analyze**		
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**	● Report to all stakeholders	Harriet Hadzic — Director of Data Analysis

	Execute ▾		