

# Video Streaming Churn Protection Project Proposal

## Overview

The company's leadership has asked to build a machine learning model to predict user churn. The model is based on data collected from user subscriptions of the video streaming service.

Milestones	Tasks (PACE stage)	Deliverables/Reports
1	Establish structure for project workflow (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 & Analyze)	EDA report
3a	Visualization building (Construct & Analyze)	Tableau dashboard/visualizations
4	Feature engineering (Analyze)	Combined features with more predictive power to the user churn.
5	Build a machine learning models (Execute)	Testing different machine learning models and choose the "champion" model.
6	Communicate final insights with stakeholders (Execute)	Report to all stakeholders

## **PROJECT MILESTONES TIME FRAME**

Milestone 1: 2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks