

Predicting user churn for Waze

Proprietary +
Confidential

Objective

The data team's objective is to develop a machine learning model that will accurately predict user churn to enhance user retention and reduce churn rates

Planning and Analyzing stages

Milestone	Tasks	Outcome/Deliverables	Estimated Time
Milestone 1	<ul style="list-style-type: none">Outline project workflowIdentify data sources and collection methods.Determine software requirements	<ul style="list-style-type: none">Project workflow and stakeholder communication plan.	2-3 weeks
Milestone 2	<ul style="list-style-type: none">Perform data inspection to check for completeness and consistency.Conduct Exploratory data analysis (EDA)Identify potential variables and features	<ul style="list-style-type: none">Cleaned and analyzed dataset ready for modeling.	2-3 weeks

Constructing and Executing stages

Milestone 3	<ul style="list-style-type: none">Develop predictive models for churn prediction using Python.Validate and test model accuracy and consistency.Fine-tune models based on evaluation metrics	<ul style="list-style-type: none">Validated and tested churn prediction model.	4-5 weeks
Milestone 4	<ul style="list-style-type: none">Visualizations to communicate key insights.Prepare executive summary and final presentation.Incorporate stakeholder feedback and finalized documents	<ul style="list-style-type: none">Visualizations, summary reports, final presentation slides	2-3 weeks