



# Customer Churn Project Proposal

## Overview:

The data team has been asked to create a machine learning model to accurately predict monthly customer churn with the goal of preventing churn, retaining customers and improving customer experience.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Write a project proposal</div> <div>Plan</div>	<ul style="list-style-type: none"><li>Global-level project document</li></ul>	
1a	<div>Establish structure for project workflow (PACE)</div> <div>Plan</div>		
2	<div>Data exploration and cleaning</div> <div>Analyze</div>	<ul style="list-style-type: none"><li>Data files ready for EDA</li></ul>	
2a	<div>Begin exploring the data</div> <div>Analyze</div>		
3	<div>Compute descriptive statistics</div>	<ul style="list-style-type: none"><li>EDA report</li></ul>	



## Course 1: Foundations of Data Science

	Analyze ▾ and Construct ▾		
3a	Visualization building Analyze ▾ and Construct ▾	<ul style="list-style-type: none"><li>Tableau dashboard/visualizations</li></ul>	
4	Conduct hypothesis testing Analyze ▾	<ul style="list-style-type: none"><li>Analysis of testing results between two important variables</li></ul>	
4a	Select software/languages Plan ▾ and Construct ▾		
5	Build a regression model Analyze ▾ and Construct ▾		
5a	Evaluate the model Construct ▾	<ul style="list-style-type: none"><li>Determine the success of the model</li></ul>	
6	Communicate final insights with stakeholders Execute ▾	<ul style="list-style-type: none"><li>Final model</li></ul>	
6a	Compile summary information about the data	<ul style="list-style-type: none"><li>Report to all stakeholders</li></ul>	



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	<div>Execute ▾</div>		
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