Automatidata Proposal

Overview:

Waze wants to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
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▾ Plan ▾ and Analyze ▾	• EDA report	

3a	**Visualization building** Construct and Analyze	● 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** Execute	● Report to all stakeholders	Harriet Hadzic - Director of Data Analysis