



# User Churn Project Proposal

## Overview:

Waze seeks to improve user retention by developing a model that predicts user churn.

| Milestone | Tasks   | Deliverables/Reports  | Relevant Stakeholder (Optional Activity) |
|-----------|---|---|--|
| 1         | <div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>  | <ul style="list-style-type: none"><li>Global-level project document</li></ul> |  |
| 1a        | <div>Write a project proposal</div> <div>Plan ▾</div>                         |   |  |
| 2         | <div>Compile summary information about the data</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>Data exploration and cleaning</div> <div>Analyze ▾ and Construct ▾</div> | <ul style="list-style-type: none"><li>EDA report</li></ul>                    |  |



## Course 1: Foundations of Data Science

|    |  |   |  |
|----|--|---|--|
| 3a | <p>Visualization building</p> <p>Analyze ▾ and Construct ▾</p>       | <ul style="list-style-type: none"><li>Tableau dashboard/visualizations</li></ul>                            |  |
| 4  | <p>Compute descriptive statistics</p> <p>Analyze ▾</p>               | <ul style="list-style-type: none"><li>Analysis of testing results between two important variables</li></ul> |  |
| 4a | <p>Conduct hypothesis testing</p> <p>Analyze ▾ and Construct ▾</p>   |   |  |
| 5  | <p>Build a regression model</p> <p>Analyze ▾ and Construct ▾</p>     |   |  |
| 5a | <p>Evaluate the model</p> <p>Execute ▾</p>                           | <ul style="list-style-type: none"><li>Determine the success of the model</li></ul>                          |  |
| 6  | <p>Build a machine learning model</p> <p>Construct ▾</p>             | <ul style="list-style-type: none"><li>Final model</li></ul>   |  |
| 6a | <p>Communicate final insights with stakeholders</p> <p>Execute ▾</p> | <ul style="list-style-type: none"><li>Report to all stakeholders</li></ul>                                  |  |