

Scenario

You are the newest member of the Waze data analytics team. Your supervisor, May Santner, has sent you the following email asking you to complete a project proposal for the team's churn project. Review the email, then follow the provided instructions to complete the PACE strategy document and the project proposal.

Note: Team member names used in this workplace scenario project are fictional and are not representative of Waze.

Email from May Santner, Data Analysis Manager

Subject: Welcome to Waze!

From: "May Santner," May@waze

Hello, and welcome to the team!

We are so happy to have you. We have been growing quickly and we can really use your expertise.

Leadership has asked our team to build a machine learning model that predicts user churn. The model will be based on a sample of Waze user data. An accurate model will help our company prevent user churn, improve user retention, and increase growth.

For your first task, please draft a plan of action for the team. Include questions we need to answer before we get started on the project, important details to consider at the beginning of the project, and action items for different stages of the project.

I understand you've completed a Google Careers Certificate on Advanced Data Analytics and learned the skills for planning, analyzing, constructing, and executing strategies for data science. Sylvester did one of the Google certificates and really loved it. They learned some incredible skills. Maybe you can use the skills you learned in that program to get started?

I really appreciate your help. Again, welcome to the team!

May Santner

Data Analysis Manager

Waze