



Waze Proposal

Overview:

Prevention of User Churn

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Establish structure for project workflow (PACE) ▾</div> <div>Plan ▾</div> <div>Timeline: 1-2days</div>	<ul style="list-style-type: none">Global-level project document	
1a	<div>Write a project proposal ▾</div> <div>Plan ▾</div>		
2	<div>Data exploration and cleaning ▾</div> <div>Analyze ▾</div> <div>Timeline: 2-3 Weeks</div>	<ul style="list-style-type: none">Data files ready for EDA	
2a	<div>Evaluate the model ▾</div> <div>Analyze ▾</div>		



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3	<p>Choose a task ▾</p> <p>Plan ▾ and Analyze ▾</p> <p>Timeline: 1 Week</p>	<ul style="list-style-type: none">EDA report	
3a	<p>Visualization building ▾</p> <p>Analyze ▾ and Construct ▾</p>	<ul style="list-style-type: none">Tableau dashboard/visualizations	
4	<p>Compute descriptive statistics ▾</p> <p>Analyze ▾</p> <p>Timeline: 1 Week</p>	<ul style="list-style-type: none">Analysis of testing results between two important variables	
4a	<p>Conduct hypothesis testing ▾</p> <p>Analyze ▾ and Construct ▾</p>		
5	<p>Build a regression model ▾</p> <p>Analyze ▾ and Construct ▾</p> <p>Timeline: 1-2 Weeks</p>		
5a	<p>Evaluate the model ▾</p> <p>Execute ▾</p>	<ul style="list-style-type: none">Determine the success of the model	



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6	<div>Build a machine learning model ▾</div> <div>Construct ▾</div>	<ul style="list-style-type: none">Final model	
6a	<div>Communicate final insights with stakeholders ▾</div> <div>Execute ▾</div>	<ul style="list-style-type: none">Report to all stakeholders	