User Churn Prediction
Project Proposal

Overview:

The goal of this project is to build a machine learning model which can predict user churn using the sample of waze user data to improve user retention .

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	Chidi Ga - Senior Data Analyst
3a	Visualization building Analyze **and** Construct	Tableau dashboard/visualizations	Sylvester Esperenze - 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	Final model	

	Construct		
6a	Communicate final insights with stakeholders Execute	Report to all stakeholders	Harriet Hadzic - Direct of Data Analysis