



User Churn Prediction Project Proposal

Overview:

This project is intended to help prevent user churn on the Waze app. Churn quantifies the number of users who have uninstalled the Waze app or stopped using the app. The focus is on monthly user churn. Analyze user data and develop a machine learning 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">Global-level project document	Data team and Cross-functional team
1a	<div>Write a project proposal</div> <div>Plan ▾</div>		Data team and Cross-functional team
2	<div>Compile summary information about the data</div> <div>Analyze ▾</div>	<ul style="list-style-type: none">Data files ready for EDA	Data team
2a	<div>Begin exploring the data</div> <div>Analyze ▾</div>		Data team
3	<div>Data exploration and cleaning</div>	<ul style="list-style-type: none">EDA report	Data team



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



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	<div>Execute ▾</div>		
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- Milestone 1: 1-2 days
- Milestone 2: 2-3 weeks
- Milestone 3: 1 week
- Milestone 4: 1 week
- Milestone 5: 1-2 weeks
- Milestone 6: 1 week