Waze Project Proposal

Overview

Waze leadership has asked the data team to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

Milestones	Tasks	Deliverables/Reports	Relevant Stakeholders
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 Esperanza — 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** `Construct`	Final model	
6a	**Communicate final insights with stakeholders** `Execute`	Report to all stakeholders	Harriet Hadzic — Director of Data Analysis

Note: The project timeline would most likely have tighter deadlines in a professional context involving actual clients and data scientists. For example:

Milestone 1: 1-2 days
Milestone 2: 2-3 weeks
Milestone 3: 1 week
Milestone 4: 1 week
Milestone 5: 1-2 weeks