**Predicting User Churn in Waze Proposal**

## **Overview:**

The goal of this project is to develop a machine learning model that predicts user churn in Waze. By analyzing a sample of Waze user data, we aim to identify patterns and factors that contribute to user churn. The insights gained from this analysis will help Waze prevent churn, improve user retention, and drive growth.

| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| --- | --- | --- | --- |
| **1** | **Establish structure for project workflow (PACE)**  **Plan** | * Global-level project document |  |
| **1a** | **Write a project proposal**  **Plan** |  |  |
| **2** | **Begin exploring the data**  **Analyze** | * Data files ready for EDA |  |
| **2a** | **Data exploration and cleaning**  **Analyze** |  |  |
| **3** | **Compute descriptive statistics**  **Analyze and Construct** | * EDA report |  |
| **3a** | **Visualization building**  **Analyze and Construct** | * Tableau dashboard/visualizations |  |
| **4** | **Build a regression model**  **Construct** | * Analysis of testing results between two important variables |  |
| **4a** | **Evaluate the model**  **Construct and Execute** |  |  |
| **5** | **Conduct hypothesis testing**  **Analyze and Construct** |  |  |
| **5a** | **Compile summary information about the data**  **Analyze** | * Determine the success of the model |  |
| **6** | **Communicate final insights with stakeholders**  **Execute** | * Final model |  |
| **6a** | **Choose a task**  **Select PACE stage** | * Report to all stakeholders |  |