

# Visitation Prediction Project Proposal

Proprietary +  
Confidential

## Objective

The data team's objective is to develop a machine learning model that will accurately predict future visitation for the most visited U.S. National Parks.

### Planning and Analyzing stages

| Milestone   | Tasks  | Outcome/Deliverables   | Estimated Time |
|-------------|--|--|----------------|
| Milestone 1 | <ul style="list-style-type: none"><li>Outline project workflow</li><li>Gather data from various sources</li><li>Identify software/hardware needs</li></ul> | <ul style="list-style-type: none"><li>Stakeholders updated</li></ul>                                 | 2–3 weeks      |
| Milestone 2 | <ul style="list-style-type: none"><li>Clean, convert, and format data</li></ul>  | <ul style="list-style-type: none"><li>Data ready for modeling</li><li>Stakeholders updated</li></ul> | 2–3 weeks      |

### Constructing and Executing stages

|             |   |  |         |
|-------------|---|--|---------|
| Milestone 3 | <ul style="list-style-type: none"><li>Finalize modeling strategies</li><li>Build machine learning models</li><li>Test models for accuracy</li></ul> | <ul style="list-style-type: none"><li>Machine learning model</li><li>Stakeholders updated</li></ul>      | 4 weeks |
| Milestone 4 | <ul style="list-style-type: none"><li>Finalize results</li><li>Share findings with stakeholders</li><li>Incorporate feedback</li></ul>              | <ul style="list-style-type: none"><li>Visualizations</li><li>Executive summary</li><li>Results</li></ul> | 3 weeks |