**Waze Churn Analysis Proposal**

## **Overview:**

Waze’s Leadership wants to analyze the reason for Churn, to make an informed decision to reduce Churn. They require us to build a model to predict user churn.

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| **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 Ezperanza – 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 Hadzin – Director of Data Analysis |