



# 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.

(Note: Plan, Analyze, Construct and Execute are the main stages of the PACE framework.)

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE)  Plan	<ul style="list-style-type: none"><li>Global-level project document</li></ul>	Data Analysis Manager
1a	Write a project proposal  Plan		Senior Project Manager
2	Compile summary information about the data  Analyze	Data files ready for EDA	Senior Data Analyst
2a	Begin exploring the data  Analyze		
3	Data exploration and cleaning	EDA report	Senior Data Analyst



## Course 1: Foundations of Data Science

	Plan and Analyze		
3a	Visualization building  Analyze and Construct	Tableau dashboard/visualizations	Senior Project Manager
4	Compute descriptive statistics  Analyze	Analysis of testing results between two important variables	
4a	Conduct hypothesis testing  Analyze and Construct		Data Analysis Manager
5	Build a regression model  Analyze and Construct		
5a	Evaluate the model  Execute	Determine the success of the model	Director of Data Analysis
6	Build a machine learning model  Construct	Final model	



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6a	Communicate final insights with stakeholders  Execute	Report to all stakeholders	Director of Data Analysis
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