

# Churn Prediction Model Proposal

## Overview:

The goal of the project is to develop a model to help predict user churn to improve user retention and grow Waze's business. The company will be able to optimize user retention strategy, enhance user experience, and make data driven decisions about product development.

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

3a	<b>Compute descriptive statistics</b>  <b>Analyze and Select PACE stage</b>	Tableau dashboard/visualizations	• Data Team
4	<b>Conduct hypothesis testing</b>  <b>Analyze</b>	Analysis of testing results between two important variables	• Data Team
4a	<b>Build a regression model</b>  <b>Construct and Select PACE stage</b>	• Regression model prepared	• Data Team
5	<b>Build a machine learning model</b>  <b>Construct and Select PACE stage</b>	• Machine Learning Model prepared	• Data Team
5a	<b>Evaluate the model</b>  <b>Construct Execute</b>	Determine the success of the model	• the Director of Data Analysis, the Finance and Administration Department Head, and the
6	<b>Visualization building</b>  <b>Construct</b>	Final model	• Data Team
6a	<b>Communicate final insights with stakeholders</b>  <b>Execute</b>	Report to all stakeholders	• the Director of Data Analysis, the Finance and Administration Department Head, and the Operations Manager