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	**Establish structure for project workflow (PACE)** Plan	● Global-level project document	● the Director of Data Analysis
1a	**Write a project proposal** Plan	● Project Proposal document	● Data Team
2	**Compile summary information about the data** Analyze	Data files ready for EDA	● Data Team
2a	**Begin exploring the data** Analyze		● Data Team
3	**Data exploration and cleaning** Analyze	EDA report	● Data Team

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