

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