

Course 1: Foundations of Data Science

Waze User Churn Prediction Proposal

Overview:

The objective of this project is to develop a machine learning model that predicts user churn for Waze. By identifying users who are likely to stop using the app, Waze can implement targeted strategies to retain them. The outcome of this project will contribute to improved user retention, increased engagement, and business growth.

Milestones and Tasks:

Milestone	Tasks	Select PACE Stage	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE)	Plan	Global-level project document	Data Analysis Manager
1a	Define business goals and success metrics	Plan	Project objectives and KPIs	Product Managers
2	Begin exploring the data	Analyze	Data files ready for EDA	Data Analysts
2a	Data exploration and cleaning	Analyze	Cleaned and structured dataset	Data Science Team
3	Conduct hypothesis testing	Analyze	EDA report	Data Scientists
3a	Create visualizations and dashboards (e.g., Tableau)	Analyze	Tableau dashboard/visualizations	Marketing & Product Teams
4	Feature engineering and variable selection	Construct	Analysis of testing results between two important variables	Data Scientists
4a	Build and test ML models	Construct	Trained and validated models	Data Science & Engineering Teams
5	Evaluate	Construct	Model performance	Data Science

	model performance (e.g., AUC, precision, recall)		report	Team
5a	Determine the success of the model	Construct	Evaluation summary and insights	Product & Leadership Teams
6	Deploy model into production system	Execute	Final model	Engineering & DevOps Teams
6a	Present findings and next steps to stakeholders	Execute	Report to all stakeholders	Leadership, Marketing, Product Teams