[Title of Project] 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.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE) Plan	● Global-level project document	Data Analysis Manager
1a	Compute descriptive statistics Plan		
2	Begin exploring the data Analyze	Data files ready for EDA	Data Analyst
2a	Data exploration and cleaning Analyze	Cleaned and structured dataset	Data Science Team
3	Conduct hypothesis testing	EDA report	Data Scientists

	Analyze **and** Analyze		
3a	Visualization building Analyze **and** Construct	Tableau dashboard/visualizations	<mark>Marketing and Product Team</mark>
4	Build a regression model Construct	Analysis of testing results between two important variables	<mark>Data Analysts, Data Professionals.</mark>
4a	Evaluate the model Analyze **and** Construct		
5	Build a machine learning model Analyze **and** Construct		
5a	Evaluate the model Construct	Determine the success of the model	<mark>Data Scientists</mark>
6	Compile summary information about the data Execute	Final model	

6a	Communicate final insights with stakeholders Execute	Report to all stakeholders	