**Waze Project Proposal**

## **Overview:**

Waze leadership has asked the data team to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

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| **Milestones** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional)** |
| **1** | **Establish structure for project workflow (PACE) Plan** | Global-level project document | May Santner — Data Analysis Manager |
| **1a** | **Write a project proposal**  **Plan** |  | Sylvester Esperanza — Senior Project Manager |
| **2** | **Compile summary information about the data**  **Analyze** | Data files ready for EDA | Chidi Ga — Senior Data Analyst |
| **2a** | **Begin exploring the data**  **Analyze** |  |  |
| **3** | **Data exploration and cleaning**  **Plan and Analyze** | EDA report | Chidi Ga — Senior Data Analyst |
| **3a** | **Visualization building**  **Analyze and Construct** | Tableau dashboard/visualizations | Sylvester Esperanza — Senior Project Manager |
| **4** | **Compute descriptive statistics**  **Analyze** | Analysis of testing results between two important variables |  |
| **4a** | **Conduct hypothesis testing**  **Analyze and Construct** |  | May Santner — Data Analysis Manager |
| **5** | **Build a regression model**  **Analyze and Construct** |  |  |
| **5a** | **Evaluate the model**  **Execute** | Determine the success of the model | Harriet Hadzic — Director of Data Analysis |
| **6** | **Build a machine learning model**  **Construct** | Final model |  |
| **6a** | **Communicate final insights with stakeholders Execute** | Report to all stakeholders | Harriet Hadzic — Director of Data Analysis |