



# Waze Project Proposal

## Overview:

The project consists in building a prediction model for user churn, with the objective of improving user experience in key user groups.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>	<ul style="list-style-type: none"><li>Global-level project document</li></ul>	Data Analyst Manager
1a	<div>Write a project proposal</div> <div>Plan ▾</div>		Senior Project Manager
2	<div>Compile summary information about the data</div> <div>Analyze ▾</div>	<ul style="list-style-type: none"><li>Data files ready for EDA</li></ul>	Senior Data Analyst
2a	<div>Begin exploring the data</div> <div>Analyze ▾</div>		
3	<div>Data exploration and cleaning</div> <div>Plan ▾ and Analyze ▾</div>	<ul style="list-style-type: none"><li>EDA report</li></ul>	Senior Data Analyst



## Course 1: Foundations of Data Science

3a	<p>Visualization building</p> <p>Analyze ▾ and Construct ▾</p>	<ul style="list-style-type: none"><li>Tableau dashboard/visualizations</li></ul>	Senior Project Manager
4	<p>Compute descriptive statistics</p> <p>Analyze ▾</p>	<ul style="list-style-type: none"><li>Analysis of testing results between two important variables</li></ul>	
4a	<p>Conduct hypothesis testing</p> <p>Analyze ▾ and Construct ▾</p>		Data Analyst Manager
5	<p>Build a regression model</p> <p>Analyze ▾ and Construct ▾</p>		
5a	<p>Evaluate the model</p> <p>Execute ▾</p>	<ul style="list-style-type: none"><li>Determine the success of the model</li></ul>	Director of data analysis
6	<p>Build a machine learning model</p> <p>Construct ▾</p>	<ul style="list-style-type: none"><li>Final model</li></ul>	
6a	<p>Communicate final insights with stakeholders</p> <p>Execute ▾</p>	<ul style="list-style-type: none"><li>Report to all stakeholders</li></ul>	Director of data analysis