Waze's Churn Rate Prediction Proposal

Overview:

This Main objective of the project is to build a Machine learning model to predict the churn rate of Waze app. Explanatory Data Analysis (EDA) will also be performed during the process.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE) Plan	● Global-level project document	Data Analytics Team
1a	Write a project proposal Plan		Project Manager
2	Compile summary information about the data Analyze	● Data files ready for EDA	Data Analytics Team
2a	Begin exploring the data Analyze		

3	Data exploration and cleaning Plan and Analyze	• EDA report	Data Analytics Team
3a	Visualization building Analyze and Construct	• Tableau dashboard/visualizations	
4	Compute descriptive statistics Analyze	• A comprehensive analysis of the testing results between two critical variables	Data Analytics Team
4a	Conduct hypothesis testing Analyze and Construct		
5	Build a regression model Analyze and Construct		Data Analytics Team
5a	Evaluate the model Execute	• Evaluate the effectiveness of the model	
6	Build a machine learning model	• Final model	Data Analytics Team

	Construct		
6a	Communicate final insights with stakeholders

Execute | • Report to all stakeholders | |