



# 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.

| Milestones | Tasks   | Deliverables/Reports  | Relevant Stakeholder (Optional)              |
|------------|---|---|--|
| 1          | Establish structure for project workflow (PACE)<br><b>Plan</b>  | <ul style="list-style-type: none"><li>Global-level project document</li></ul> | May Santner — Data Analysis Manager          |
| 1a         | Write a project proposal<br><b>Plan</b>                         |   | Sylvester Esperanza — Senior Project Manager |
| 2          | Compile summary information about the data<br><b>Analyze</b>    | Data files ready for EDA  | Chidi Ga — Senior Data Analyst               |
| 2a         | Begin exploring the data<br><b>Analyze</b>                      |   |  |
| 3          | Data exploration and cleaning<br><b>Plan</b> and <b>Analyze</b> | EDA report  | Chidi Ga — Senior Data Analyst               |
| 3a         | Visualization building  | Tableau dashboard/visualizations  | Sylvester Esperanza — Senior Project Manager |



## Course 1: Foundations of Data Science

|    |   |   |  |
|----|---|---|--|
|    | Analyze and Construct                                   |   |  |
| 4  | Compute descriptive statistics<br><br>Analyze           | Analysis of testing results between two important variables |  |
| 4a | Conduct hypothesis testing<br><br>Analyze and Construct |   | May Santner — Data Analysis Manager        |
| 5  | Build a regression model<br><br>Analyze and Construct   |   |  |
| 5a | Evaluate the model<br><br>Execute                       | Determine the success of the model                          | Harriet Hadzic — Director of Data Analysis |
| 6  | Build a machine learning model<br><br>Construct         | Final model   |  |
| 6a | Communicate final insights with stakeholders<br>Execute | Report to all stakeholders                                  | Harriet Hadzic — Director of Data Analysis |

**Note:** The estimated times for the milestones in the example equate to the length of the courses where you will learn the necessary skills. The project timeline would most likely have tighter deadlines in a professional context involving actual clients and data scientists. For example:



## **Course 1: Foundations of Data Science**

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks