Waze User Churn Project Proposal

Objective

Evaluate user data to determine which users are most likely to churn, why they churn and when they churn. Churn is defined as the numbers of users who uninstall the app or stop using the app.

Planning and Analyzing Stages

Milestone	Tasks	Outcome/Deliverables	Estimated Time
Milestone 1	• Outline project workflow • Gather data • Identify software and hardware needs	• Stakeholders updated	2-3 Weeks
Milestone 2	• Clean, convert and format data	• Database ready for modeling • Stakeholders updated	2-3 Weeks

Constructing and Executing Stages

Milestone	Tasks	Outcome/Deliverables	Estimated Time
Milestone 3	• Finalize modeling and machine learning decisions • Build model • Test machine learning techniques for accuracy	• Machine learning model • Stakeholders updated	4 Weeks
Milestone 4	• Finalize results • Share findings with stakeholders • Incorporate feedback	• Visualizations • Executive Summary • Results	3 Weeks