**Waze project Proposal**

## **Overview:**

Waze aims to reduce **user churn** by developing a **machine learning model** to predict and understand why users stop using the app. The project involves **data exploration, model building, and evaluation** to identify key churn factors. Insights from this analysis will help **improve user retention** through targeted engagement strategies.

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