



# Waze App Churn Reduction Proposal

## Overview:

Leadership team has asked the data team to build a ML model using waze user data that will predict user churn in advance.

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



## Course 1: Foundations of Data Science

3a	Visualization building  Construct and Execute	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  Construct	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	