



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) Plan	● Global-level project document	May Santner — Data Analysis Manager
1a	Write a project proposal Plan		Sylvester Esperanza — Senior Project Manager
2	Compile summary information about the data Analyze	● Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	Begin exploring the data Analyze		
3	Data exploration and cleaning Plan and Analyze	● EDA report	Chidi Ga — Senior Data Analyst
3a	Visualization building Analyze and Construct	● Tableau dashboard/visualizations	Sylvester Esperanza — Senior Project Manager
4	Compute descriptive statistics Analyze	● Analysis of testing results between two important variables	
4a	Conduct hypothesis testing Analyze and Construct		May Santner — Data Analysis Manager
5	Build a regression model Analyze and Construct		
5a	Evaluate the model Execute	● Determine the success of the model	Harriet Hadzic — Director of Data Analysis
6	Build a machine learning model Construct	● Final model	
6a	Communicate final insights with stakeholders 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:

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks