Waze Project Proposal

Overview:

Our leadership has tasked our team with constructing a machine learning model to forecast user churn using a subset of Waze user data. Developing an accurate model will support our company in mitigating user churn, enhancing user retention, and fostering growth.

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	

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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	