**Waze Predictive Model Project Proposal**

## **Overview:**

Waze leadership ask data team to develop a churn predictive model that will help prevent churn. improve user retention, and grow Waze’s business

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Write a project proposal  Plan | Global-level project document | Sylvester Esperanza |
| **1a** | Establish structure for project workflow (PACE)  Plan |  | Mary Santner |
| **1b** | Select software/languages  Plan |  | Mary Santner |

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| **2** | Data exploration and cleaning  Plan **and** Analyze | Data files ready for EDA | Chidi Ga |

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| **3** | Compile summary information about the data  Analyze | Data summary information | Chidi Ga |
| **3a** | Begin exploring the data  Analyze |  | Chidi Ga |
| **3b** | Compute descriptive statistics  Analyze | Analysis of testing results between two important variables | Chidi Ga |
| **4** | Conduct hypothesis testing  Analyze **and** Construct | Model evaluation result | Mary Santner |
| **4a** | Build a regression model  Analyze **and** Construct |  | Mary Santner |
| **4b** | Visualization building  Analyze **and** Construct | * Tableau dashboard/ visualizations | Sylvester Esperanza |
| **5** | Build a machine learning model  Construct | Determine the success of the model | Mary Santner |
| **6** | Evaluate the model  Execute | Determine the success of the model | Harriet Hadzic |
| **6a** | Communicate final insights with stakeholders  Execute | Report to all stakeholders | Harriet Hadzic |