**Waze Proposal**

## **Overview:**

Waze seeks to developing a churn prediction model which 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** | Establish structure for project workflow (PACE)  Plan | * Define the workflow and assignment to relevant professionals | **Sylvester Esperanza - Senior Project Manager** |
| **1a** | Write a project proposal  Plan | Showing the workflow breakdown | **Sylvester Esperanza - Senior Project Manager** |
| **2** | Begin exploring the data  Analyze | * Data files ready for EDA | Allwell -Junior data analyst |
| **2a** | Data exploration and cleaning  Analyze | Understanding the structure of the data/cleaning | Chidi Ga - Senior Data Analyst |
| **3** | Visualization building  Plan **and** Analyze | * EDA report * Tableau dashboard/visualizations | Allwell -Junior data analyst |
| **3a** | Compute descriptive statistics  Analyze **and** Construct | * Analyzing and Testing the dataset | Allwell -Junior data analyst |
| **4** | Conduct hypothesis testing  Analyze | * Analysis of testing results between two important variables | Allwell -Junior data analyst |
| **4a** | Build a machine learning model  Construct **and** Analyze | Model Build up | Chidi Ga - Senior Data Analyst |
| **5** | Build a regression model  Construct **and** Analyze | Model Build up | Chidi Ga - Senior Data Analyst |
| **5a** | Evaluate the model  Construct | * Determine the success of the model | Chidi Ga - Senior Data Analyst |
| **6** | Compile summary information about the data  Execute | * Final model | May Santner - Data Analysis Manager  Harriet Hadzic - Director of Data Analysis |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders | Harriet Hadzic - Director of Data Analysis |