

Waze Project Proposal

Overview

Waze aims to build a machine learning model that predicts user churn, based on data gathered from users of the Waze app.

Milestones	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional)
1	Draft the project proposal Plan	Global-level project document	May Santner — Data Analysis Manager
1a	Design project workflow structure Plan		Sylvester Esperanza — Senior Project Manager
2	Summarize key data characteristics Analyze	Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	Initiate data exploration Analyze		
3	Clean and analyze the data Plan & Analyze	EDA report	Chidi Ga — Senior Data Analyst
3a	Create data visualizations Analyze & Construct	Visualizations	Sylvester Esperanza — Senior Project Manager
4	Calculate descriptive statistics Analyze	Analysis of testing results between two important variables	

4a	Perform hypothesis testing Analyze & Construct	Results of testing	May Santner — Data Analysis Manager
5	Develop regression model Analyze & Construct		
5a	Assess model performance Execute	Success state of the model	Harriet Hadzic — Director of Data Analysis
6	Develop machine learning model Construct	Final model	
6a	Deliver final insights to stakeholders Execute	Presentation to all stakeholders	Harriet Hadzic — Director of Data Analysis

Timeline

Milestone 1: 1-2 days
Milestone 2: 2-3 weeks
Milestone 3: 1 week
Milestone 4: 1 week
Milestone 5: 1-2 weeks