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	Tableau dashboard/visualizations	Sylvester Esperanza — Senior Project Manager

	Analyze and Construct		
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

Course 1: Foundations of Data Science

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