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)	Global-level project document	May Santner — Data Analysis Manager
1a	Write a project proposal		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		
3	Data exploration and cleaning Plan and Analyze and Analyze	EDA report	Chidi Ga — Senior Data Analyst



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3a	Visualization building Analyze and Construct	Tableau dashboard/visualizations	Sylvester Esperanza — Senior Project Manager
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 modeł Construct	Final model	
6a	Communicate final insights with stakeholders Execute	Report to all stakeholders	Harriet Hadzic — Director of Data Analysis



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