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
1	**Establish structure for project workflow (PACE)**	• Global-level project document
1a	**Write a project proposal**	
2	**Compile summary information about the data**	Data files ready for EDA
2a	**Begin exploring the data**	
3	**Data exploration and cleaning**	EDA report
3a	**Visualization building**	Tableau dashboard/visualizations
4	**Compute descriptive statistics**	Analysis of testing results between two important variables
4a	**Conduct hypothesis testing**	
5	**Build a regression model**	

5a	Evaluate the model	Determine the success of the model
6	Build a machine learning model	Final model
6a	Communicate final insights with stakeholders	Report to all stakeholders