**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.

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| **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 |