



# 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) <b>Plan</b>	<ul style="list-style-type: none"><li>Global-level project document</li></ul>	May Santner — Data Analysis Manager
1a	Write a project proposal <b>Plan</b>		Sylvester Esperanza — Senior Project Manager
2	Compile summary information about the data <b>Analyze</b>	Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	Begin exploring the data <b>Analyze</b>		
3	Data exploration and cleaning <b>Plan</b> and <b>Analyze</b>	EDA report	Chidi Ga — Senior Data Analyst
3a	Visualization building	Tableau dashboard/visualizations	Sylvester Esperanza — Senior Project Manager



## Course 1: Foundations of Data Science

	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

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



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