

MACHINE LEARNING MODEL THAT PREDICTS USER CHURN - PROPOSAL

Overview:

This project is developed to help prevent user churn on the Waze app, focusing on monthly user churn.

This project is part of a larger effort at Waze to increase growth. Developing a churn prediction model will help prevent churn, improve user retention, and grow Waze's business

Milestone	Estimated time (weeks)	Cumulative # of week	Tasks	Deliverables/Reports
1	0.5	1	Establish structure for project workflow (PACE) Plan	<ul style="list-style-type: none"> Global-level project document
1a	1	2	Write a project proposal Plan	
2	1	3	Compile summary information about the data	Data files ready for EDA

Milestone	Estimated time (weeks)	Cumulative # of week	Tasks	Deliverables/Reports
			Analyze	
2a	0.5	3	Begin exploring the data Analyze	
3	0.5	4	Data exploration and cleaning Plan and Analyze	EDA report
3a	1	4	Visualization building Analyze and Construct	Tableau dashboard/visualizations
4	0.5	5	Conduct hypothesis testing Analyze	Analysis of testing results between two important variables
4a	0.5	5	Compute descriptive statistics Analyze and Construct	
5	1	6	Build a regression model	

Milestone	Estimated time (weeks)	Cumulative # of week	Tasks	Deliverables/Reports
			Analyze and Construct	
5a	0.5	7	Evaluate the model Analyze	Determine the success of the model
6	1	8	Build a machine learning model Construct	Final model
6a	1	9	Communicate final insights with stakeholders Execute	Report to all stakeholders