# Waze Predict User Churn Project Proposal

## Overview:

> The goal of this project is to develop a machine learning model to predict user churn. An accurate model will help to prevent churn, improve user retention, and improve the growth of the business.

| Milestone | Tasks | Deliverables/Reports | Relevant Stakeholder (Optional Activity) |
|:---:|:---|:---|:---|
| **1** | **Establish structure for project workflow (PACE)** <br><br> Plan ⌄ | ● Global-level project document | May Santner — Data Analysis Manager |
| **1a** | **Write a project proposal** <br><br> Plan ⌄ | Create project's milestones and assign specific task in each milestone. | Sylvester Esperanza — Senior Project Manager |
| **2** | **Compile summary information about the data** <br><br> Analyze ⌄ | ● Data files ready for EDA | Chidi Ga — Senior Data Analyst |
| **2a** | **Begin exploring the data** <br><br> Analyze ⌄ | Familiarize with the dataset | |
| **3** | **Data exploration and cleaning** <br><br> Plan ⌄ and Analyze ⌄ | ● EDA report | Chidi Ga — Senior Data Analyst |

| 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 ▾ | Testing the given hypothesis is true or false. | May Santner — Data Analysis Manager |
| 5 | Build a regression model  Analyze ▾ and Construct ▾ | Show the relationship between key variables. | |
| 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  • Make recommendations  • Get feedback | Harriet Hadzic — Director of Data Analysis |