



User Churn Prediction Model

Project Proposal

Overview:

The data team aims to create a machine learning model that can predict the user churn that will help Waze grow by taking action to prevent user churn and improve user retention.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Establish structure for project workflow (PACE)</div> <div>Plan ▾</div>	<ul style="list-style-type: none">Global-level project document	May Santner Data Analysis Manager
1a	<div>Write a project proposal</div> <div>Plan ▾</div>		Sylvester Esperanza Senior Project Manager
2	<div>Compile summary information about the data</div> <div>Analyze ▾</div>	<ul style="list-style-type: none">Data files ready for EDA	Chidi Ga Senior Data Analyst
2a	<div>Begin exploring the data</div> <div>Analyze ▾</div>		
3	<div>Data exploration and cleaning</div> <div>Plan ▾ and Analyze ▾</div>	<ul style="list-style-type: none">EDA report	Chidi Ga Senior Data Analyst



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3a	<p>Visualization building</p> <p>Select PACE stage ▾ and Select PACE stage ▾</p>	<ul style="list-style-type: none">Tableau dashboard/visualizations	Sylvester Esperanza Senior Project Manager
4	<p>Compute descriptive statistics</p> <p>Analyze ▾</p>	<ul style="list-style-type: none">Analysis of testing results between two important variables	May Santner Data Analysis Manager
4a	<p>Conduct hypothesis testing</p> <p>Analyze ▾ and Construct ▾</p>		
5	<p>Build a regression model</p> <p>Analyze ▾ and Construct ▾</p>		
5a	<p>Evaluate the model ▾</p> <p>Execute ▾</p>	<ul style="list-style-type: none">Determine the success of the model	Harriet Hadzic Director of Data Analysis
6	<p>Build a machine learning model</p> <p>Construct ▾</p>	<ul style="list-style-type: none">Final model	
6a	<p>Communicate final insights with stakeholders</p> <p>Execute ▾</p>	<ul style="list-style-type: none">Report to all stakeholders	Harriet Hadzic Director of Data Analysis