**Waze User Churn Prediction Model Proposal**

## **Overview:**

This project aims to develop a machine learning model to predict user churn for the Waze app. The model will help identify users at risk of churning and provide insights to improve user retention and overall business growth.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Write a project proposal  Plan | * Global-level project document | Sylvester Esperanza |
| **1a** | Establish structure for project workflow (PACE)  Plan |  | Ursula Sayo |
| **2** | Begin exploring the data  Plan | * Data files ready for EDA | Chidi Ga |
| **2a** | Data exploration and cleaning  Analyze |  | Chidi Ga |
| **3** | Compute descriptive statistics  Analyze **and** Construct | * EDA report | May Santner |
| **3a** | Visualization building  Analyze **and** Construct | * Tableau dashboard/visualizations | Chidi Ga |
| **4** | Conduct hypothesis testing  Analyze | * Analysis of testing results between two important variables | May Santner |
| **4a** | Compile summary information about the data  Analyze **and** Construct |  | Chidi Ga |
| **5** | Build a regression model  Analyze **and** Construct |  | Chidi Ga and May Santner |
| **5a** | Evaluate the model  Analyze | * Determine the success of the model | May Santner |
| **6** | Build a machine learning model  Construct | * Final model | Chidi Ga |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders | Harriet Hadzic |