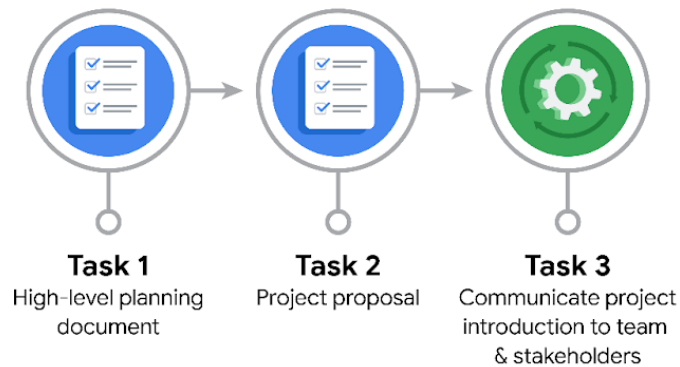


## Course One

### Foundations of Data Science



#### Reference Guide



#### Data Project Questions & Considerations



##### PACE: Plan Stage

- Who is your audience for this project?

Waze's community of map editors, beta testers, translators, partners, and users  
Project management office, Team members

- What are you trying to solve or accomplish? And what do you anticipate the impact of this work will be on the larger needs of the client?

This project aims to build a machine learning model that predict users churn in which help in identifying specific factors make users churn and help preventing it and highly engage users most likely to churn.

- What questions need to be asked or answered?

- The time of the completion?
- Is there any specific tools or languages need to be used?
- What is the data that will be used?

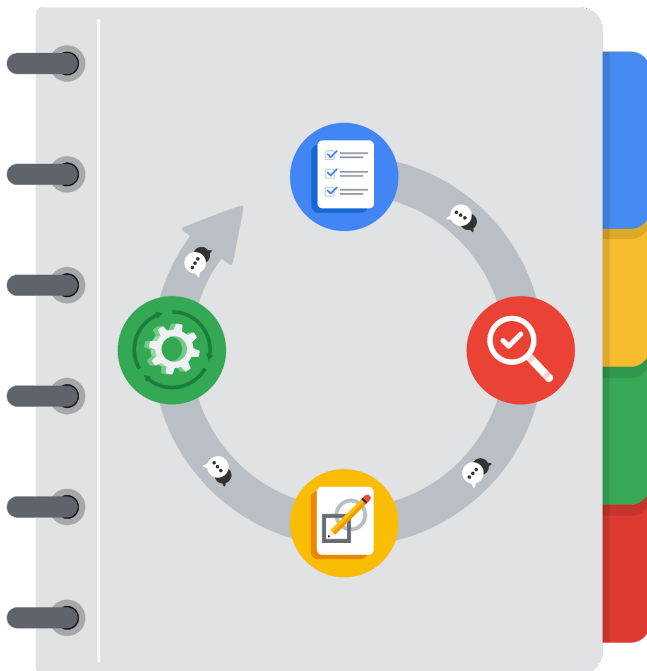
- What resources are required to complete this project?

- Visuals and dashboarding for waze executives
- Dataset and EDA tools
- Analysis and project manager teams

- What are the deliverables that will need to be created over the course of this project?

- Project plan
- Project proposal

## THE PACE WORKFLOW



You have been asked to demonstrate for the company's data team how you would use the PACE workflow to organize and classify tasks for the upcoming project. Select a PACE stage from the dropdown buttons. A few tasks involve more than one stage of the PACE workflow. Additionally, not every workplace scenario will require every task. Refer back to the Course 1 end-of-course portfolio project overview reading if you need more information about the tasks within the project.

**1. Evaluating the model:**

Why did you select this stage for this task?

Execute stage, evaluation need to take place after building the model in the constructing stage

**2. Conduct hypothesis testing:**

Constructing stage and analysis

**3. Begin exploring the data:**

Analysis

**4. Data exploration and cleaning:**

Planning and analysis

**5. Establish structure for project workflow (PACE):**

planning

**6. Communicate final insights with stakeholders: Select PACE stage**

Executing stage

**7. Compute descriptive statistics:**

Why did you select this stage for this task?

Analysis stage

**8. Visualization building:**

Why did you select these stages for this task?

Analysis, executing, constructing

**9. Write a project proposal:**

Planning stage

**10. Build a regression model:**

analysis and constructing stages

**11. Compile summary information about the data:**

Analysis



**12. Build machine learning model:**

Constructing stage