Waze project proposal

Overview:

Waze leadership has asked the data team to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	**Establish structure for project workflow (PACE)** Plan	• Global-level project document	
1a	**Write a project proposal** Plan		
2	**Compile summary information about the data** Analyze	Data files ready for EDA	
2a	**Build a regression model** Analyze		
3	**Data exploration and cleaning** Plan and Analyze	EDA report	

3a	**Visualization building** **Analyze** and **Construct**	Tableau dashboard/visualizations	
4	**Compute descriptive statistics** **Analyze**	Analysis of testing results between two important variables	
4a	**Conduct hypothesis testing** **Analyze** and **Construct**		
5	**Build a regression model** **Analyze** and **Construct**		
5a	**Evaluate the model** **Execute**	Determine the success of the model	
6	**Build a machine learning model** **Construct**	Final model	
6a	**Communicate final insights with stakeholders** **Execute**	Report to all stakeholders	