



Waze Project Proposal

Overview:

Waze has asked to build a machine learning model that predicts user churn.
An accurate model will help the company prevent user churn, improve user retention, and increase growth.

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



Data Science Project Proposal

3a	<p>Visualization building</p> <p>Analyze ▾ and Construct ▾</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	
4a	<p>Conduct hypothesis testing</p> <p>Analyze ▾ and Construct ▾</p>		May Santner - Data Analysis Manager
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