**Waze Project Proposal**

## **Overview:**

Create a machine learning model to prevent user churn on the Waze app

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