Waze User Churn Prediction Project Proposal

1 Project Overview

Waze leadership has tasked the data team with building a machine learning model to predict user churn. The model will use data collected from users of the Waze app to identify patterns and improve retention strategies.

2 Milestones and Tasks

Milestone	Tasks	PACE Stage	Deliverables
1	Establish structure for project workflow	Plan	Global project document
	Write project proposal	Plan	-
2	Compile summary information about the data	Analyze	Data files ready for EDA
	Begin exploring the data	Analyze	-
3	Data exploration and cleaning	Plan & Analyze	EDA report
	Visualization building	Analyze & Construct	Tableau dashboard/visualizations
4	Compute descriptive statistics	Analyze	Statistical analysis of key variables
	Conduct hypothesis testing	Analyze & Construct	Analysis of testing results
5	Build a regression model	Analyze & Construct	Initial regression model
	Evaluate the model	Execute	Determine model success
6	Build a machine learning model	Construct	Final predictive model
	Communicate final insights with stakeholders	Execute	Final report for stakeholders

3 Stakeholders

Key stakeholders involved in different stages of the project:

- **May Santner (Data Analysis Manager)** – Overseeing project workflow and hypothesis testing.

- **Sylvester Esperanza (Senior Project Manager)** – Managing project milestones and reporting structure.

- **Chidi Ga (Senior Data Analyst)** – Handling data exploration and visualization tasks.

- **Harriet Hadzic (Director of Data Analysis)** – Responsible for model evaluation and stakeholder communication.

4 Estimated Timeline

- Milestone 1: 1-2 days

- Milestone 2: 2-3 weeks

- Milestone 3: 1 week

- Milestone 4: 1 week

- Milestone 5: 1-2 weeks