Waze Project Proposal

Overview:

This project aims to develop a machine learning model to predict user churn on the Waze app. The model will help Waze prevent churn, improve user retention, and increase growth. An accurate model will identify factors contributing to churn, allowing Waze to proactively engage users at risk of churning.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Write a project proposal Plan	• Global-level project document	Project Management Officer
1a	Establish structure for project workflow (PACE) Plan	• Workflow structure document	Senior Project Manager (Sylvester Esperanza)
2	Begin exploring the data Plan	• Data files ready for EDA	Data Analysis Manager (May Santner)
2a	Data exploration and cleaning Analyze	• Cleaned data files	Senior Data Analyst (Chidi Ga)
3	Compute descriptive statistics	• EDA report	Data Analysis Team

![Course 1 logo] **Course 1: Foundations of Data Science**

	Analyze and Construct		
3a	Visualization building Analyze and Construct	• Tableau dashboard/visualizations	Data Analysis Team
4	Conduct hypothesis testing Analyze	• Analysis of testing results between two important variables	Data Analysis Team
4a	Conduct hypothesis testing Analyze and Construct	• Testing results report	Data Analysis Team
5	Evaluate the model Analyze and Construct	• Regression model	Data Analysis Team
5a	Evaluate the model Execute	• Determine the success of the model	Director of Data Analysis (Harriet Hadzic)
6	Build a machine learning model Construct	• Final model	Data Analysis Team
6a	Communicate final insights with stakeholders	• Report to all stakeholders	Director of Data Analysis (Harriet Hadzic), Waze Leadership

	Execute ▾		