**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**  **Analyze and Construct** | * EDA report | Data Analysis Team |
| **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**  **Execute** | * Report to all stakeholders | Director of Data Analysis (Harriet Hadzic), Waze Leadership |