Waze Project Proposal

Overview:

Waze leadership has asked the data team to build a machine learning model to predict user churn. The model is based on data collected from users of the Waze app.

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	Project proposal	Sylvester Esperanza — Senior Project Manager
2	**Compile summary information about the data** Analyze	Data files ready for EDA	Chidi Ga — Senior Data Analyst
2a	**Compute descriptive statistics** Analyze		Chidi Ga — Senior Data Analyst

3	**Begin exploring the data** Analyze	EDA report	Chidi Ga — Senior Data Analyst
3a	**Data exploration and cleaning** Analyze	Cleaned Data	Chidi Ga — Senior Data Analyst
4	**Visualization building** Analyze	Tableau dashboard visualizations	Sylvester Esperanza — Senior Project Manager
4a	**Conduct hypothesis testing** Analyze and Construct	Analysis of testing results between two important variables	May Santner — Data Analysis Manager
5	**Build a regression model** Construct	Regression model	Chidi Ga — Senior Data Analyst

5a	**Evaluate the model** **Execute**	Determine the success of the model	Sylvester Esperanza — Senior Project Manager
6	**Communicate final insights with stakeholders** **Execute**	Final model Report to all stakeholders	Sylvester Esperanza — Senior Project Manager

Milestone 1: 1-2 days
Milestone 2: 2-3 weeks
Milestone 3: 1 week
Milestone 4: 1 week
Milestone 5: 1-2 weeks
Milestone 6: 1 week