**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.

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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** | 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