



# Waze Monthly User Churn Proposal

## Overview:

*This project aims to identify and predict user churn from the Waze navigation app, through the use of a machine learning model that can accurately predict when users uninstall or stop using the application.*

| Milestone | Tasks   | Deliverables/Reports  | Relevant Stakeholder (Optional Activity)     |
|-----------|---|---|--|
| 1         | Establish structure for project workflow (PACE)<br><b>Plan</b>  | <ul style="list-style-type: none"><li>Global-level project document</li></ul> | May Santner - Data Analysis Manager          |
| 1a        | Write a project proposal<br><b>Plan</b>                         |   | Sylvester Esperanza - Senior Project Manager |
| 2         | Compile summary information about the data<br><b>Analyze</b>    | Data files ready for EDA  | Chidi Ga - Senior Data Analyst               |
| 2a        | Begin exploring the data<br><b>Analyze</b>                      |   |  |
| 3         | Data exploration and cleaning<br><b>Plan</b> and <b>Analyze</b> | EDA report  | Chidi Ga - Senior Data Analyst               |



## Course 1: Foundations of Data Science

|    |  |   |   |
|----|--|---|---|
|    |  |   |   |
| 3a | <b>Visualization building</b><br><b>Analyze</b> and <b>Construct</b>     | Tableau<br>dashboard/visualizations                               | Sylvester Esperanza -<br>Senior Project Manager |
| 4  | <b>Compute descriptive statistics</b><br><b>Analyze</b>                  | Analysis of testing<br>results between two<br>important variables |   |
| 4a | <b>Conduct hypothesis testing</b><br><b>Analyze</b> and <b>Construct</b> |   | May Santner - Data<br>Analysis Manager          |
| 5  | <b>Build a regression model</b><br><b>Analyze</b> and <b>Construct</b>   |   |   |
| 5a | <b>Evaluate the model</b><br><b>Execute</b>                              | Determine the success<br>of the model                             | Harriet Hadzic - Director<br>of Data Analysis   |
| 6  | <b>Build a machine learning model</b><br><b>Construct</b>                | Final model   |   |
| 6a | <b>Communicate final insights with stakeholders</b><br><b>Execute</b>    | Report to all<br>stakeholders                                     | Harriet Hadzic - Director<br>of Data Analysis   |