**Budget, ROI and soft benefits**

**Budget:**

In order to accomplish our goal, first of course we would like to invest some money in the survey part. It is going to include social media as Facebook and twitter and also in some public space such as primary school（cause our project’s main target is children）Finally we will get our database from the survey. 20%of the total.

Second, we are going to invest some money on the infrastructure: such as Human Requirement which means all the employers we need to pay. Software and Cloud Storage is another investment. Basically Depends on the amount of our dataset which in our case the dataset is really huge. we need to analyze all the original client that we have and using the data extract the family who has children’s age range between 6 – 12. So basically our dataset is huge that is going to cause ETL and collecting data become an big money. 40% of the total

Third: After we have our cleaning datasets. We are going to use it in the machine learning. Which has the same concept as Data ETL and data collecting. The more amount of money the more cost. Also after we get our prediction result for our target(The reputation of new products in children). We also need to spend some money to test it and analyze it in order to know how to increase it. 40% of the total

**Benefit, ROI**

For the Benefit in our case, our final purpose is to use the result of our analyzation to help our new product to increase the children’s market slowly. The time to return our cost might be estimate around 4 or 5 years.

**Soft Benefit**

As we optimize our data performance and reduce the time for the data which means improve our big data operations in less time to better support our business goal. Also the predict data model we use could achieve greater productivity for application development teams by reducing time to deploy resources which could help to save cost.

Since we have huge amounts data to collect and analyze. So we must have faster server deployment which make operating cost efficiencies and reliability. Therefore IT infrastructure cost reductions money which is a huge amount of the benefit

**Road map**

