**Owl Vision: Project Plan**

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**Objective:**

Owl Vision is meant to serve as an easy to use platform that can help athletic staff and faculty, specifically the sales and marketing departments, better identify trends and identify potential season ticket holders as well as specific ticket packages such as group tickets which has been very popular in the 2023 football season. This data used in this algorithm can vary but common sources will be alumni, merchandise purchases, previous ticket buyers, athletics mailing list, KSU athletic app users, etc.

**Business Opportunity:**

Owl Vision has the opportunity to provide systematic selection on a wide scale of potential ticket buyers among other categories of fans. All of this within a simple easy to use and intuitive software package. Among others Owl Vision should also free up time for relevant staff as it can identify ticket holders at a much faster rate than any human can. Also, Owl Vision can export these results into excel files that can be used for business analysis and presentations to internal teams making the sharing and communication of this information much easier.

**Business Objectives:**

1. Increase Revenue
   1. Provide a systematic way to identify potential ticket purchasers.
2. Cost Savings
   1. Reduce operation costs as Owl Vision can reduce time to find and identify potential ticket buyers.
3. Gather and Store Data for Future Analytics
   1. If such a system that can be created to track the actual accuracy and turnover rate for Owl Vision prospects compared to actual ticket purchases from those prospects would help refine the algorithm in the future and provide better feedback to appropriate staff members.

**Vision Statement:**

**Owl Vision** is

**For** all relevant athletic department staff

**Who** seek rapid generation and identification of future ticket purchasers

**The** Owl Vision software is a first addition to a suite of tools

**That** can be further used by all relevant faculty and staff

**Is** internal and home grown

**Unlike** many other third party solutions that aren’t only expensive but also don’t tailor to the exact and specific needs of the Kennesaw State Owls athletic program and their subsidiaries and departments.

**Business Rules**

1. **Data Source Authenticity:** Only official and verified data sources will be integrated into this software project. Sources include but are not limited to alumni records, official merchandise purchase histories, previously verified ticket buyers, authorized athletics mailing lists, and KSU athletic app user databases.
2. **Privacy and Data Protection:** Owl Vision will adhere strictly to data protection regulations that are set forth by the university and her subsidiaries. Personal data will be encrypted and anonymized to the software’s users.
3. **Export & Integration:** Owl Vision’s exportable data, especially to Excel for business analysis, should be in a consistent and standardized format, ensuring compatibility and ease of further analysis.
4. **Internal Use:** Owl Vision is designed for internal use withing Kennesaw State Athletic Department and all surrounding/relevant departments. Any external sharing or usage should first be approved by respective leaders to ensure data integrity and confidentiality.
5. **Continuous Improvement:** Owl Vision should be built on a framework that allows for easy updates and maintenance based on real world feedback from teams and relevant personnel and staff.
6. **Ease to Retrain Model:** Owl Vision’s algorithm should be easy to retrain and refit to current data. As years go on its important that Owl Visions algorithm is retrained and refitted to updated data as it can better recognize changing trends.

**Business Assumptions and Dependencies**

**Assumptions**

1. **Data Readiness and Availability:** It’s assumed that the data sources mentioned (alumni records, merchandise purchase histories, and previous ticket buyers) are available, well-organized, and can be accessed with minimal constraints.
2. **Continuous Data Flow:** As the software relies on data for its operations, its assumed that new data will continuously flow into the system and can be accessed, and prediction made on said data can happen on the fly.
3. **Infrastructure:** The current IT infrastructure of the athletic department and school systems can support the deployment, maintenance, and scaling of Owl Vision.

**Dependencies:**

1. **Software Maintenance:** The performance and accuracy of Owl Vision will depend on regular software updates to address issues and algorithm tweaks.
2. **Feedback Mechanism:** The refinement and improvement of Owl Vision will be an ongoing process from its conception. A pipeline for recommending improvements and reporting errors will need to be put in place.
3. **Regulatory & Compliance Dependencies:** The software’s operation, especially regarding data handling and privacy, will depend on adherence to any regulatory or compliance standards set inside and outside of the schools policies.

**Risk Analysis**