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## Data Analysis Project

**Data Analyst:** Allan Lam

**Client/Sponsor:** TC Plastic Manufactory Limited

**Purpose:**

The purpose of this project is to support early product development (2026 items) by identifying user-endorsed features and areas of improvement from past successful preschool toys. This research aims to surface data-driven insights for toy prototypes that enhance imaginative and pretend play while remaining age-appropriate and appealing to both children and caregivers.

**Scope / Major Project Activities:**

Activity	Description
Define Scope of Work	Drafted a detailed SOW including goals, timeline, and deliverables.
Collect and Filter Review Data	Selected verified customer reviews from multiple retail platforms based on product performance.
Develop Coding Schema	Created an open-ended thematic coding system to tag review content.
Conduct Thematic Analysis	Identified key themes around play value, usability, and imagination.
Synthesize Insights	Summarized positive and negative trends across products.
Share Findings with Stakeholders	Presented research results to internal design and product teams.

**This project does not include:**

- Proprietary data from internal databases
- Product-specific images, names, or unreleased prototypes
- Quantitative A/B testing or structured user interviews

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**Deliverables:**

Deliverable	Description/ Details
Scope of Work Document	Project overview, timeline, research questions, and goals
Thematic Coding Spreadsheet	Structured table of review themes, sentiment, and user feedback categories
Summary Report for Stakeholders	Executive summary of key findings and strategic recommendations

**Schedule Overview / Major Milestones:**

Milestone	Expected Completion Date	Description/Details
<i>Complete Review Collection</i>	<i>Week 1</i>	<i>Filter and prepare customer reviews</i>
<i>Finish Thematic Coding</i>	<i>Week 2</i>	<i>Complete tagging of all review content</i>
<i>Synthesize Key Findings</i>	<i>Week 3</i>	<i>Summarize insights into stakeholder-friendly language</i>
<i>Stakeholder Meeting</i>	<i>End of Week 3</i>	<i>Share results in design meetings and cross-functional review</i>

**\*Estimated date for completion:***3 weeks from project start date*