# MARS Analytics Platform - Project Charter

## Executive Summary

The Marketing Analytics & Reporting System (MARS) is designed to provide real-time insights into customer behavior, campaign performance, and revenue attribution across digital channels.

## Key Performance Indicators

- Customer Acquisition Cost (CAC): Target <$50

- Customer Lifetime Value (CLV): Target >$500

- Monthly Active Users (MAU): Target 100K+

- Conversion Rate: Target >3.5%

- Revenue Attribution: 95% trackable

## Project Timeline

- Phase 1: Data Infrastructure (Q1)

- Phase 2: Analytics Dashboard (Q2)

- Phase 3: AI-Powered Insights (Q3)

- Phase 4: Executive Reporting (Q4)