# Project Plan: Digitization Score Assessment and Competitive Analysis

## I. Initial Data Collection Phase

### A. Data Acquisition for Initial Company

The first step involves the systematic collection of data pertaining to the initial company, which serves as the primary focus of our analysis. The data parameters include metrics related to social media performance, website performance, SEO efficiency, and marketing channel distribution.

### B. Data Collection for Competitors

Simultaneously, we will identify five direct competitors of the initial company. For each competitor, we will collect the same data as for the initial company. This ensures that all corporations under evaluation are subjected to the same analytical criteria, promoting fair and meaningful comparisons.

## II. Data Acquisition Phase

### A. Competitor Data Compilation

This stage of data acquisition encompasses the uniform collection of competitor data for further analysis.

### B. DigiScore Computation for Competitors

Following data compilation, the next step is the normalization of collected data and the calculation of a DigiScore for each competitor, mirroring the process executed for the initial company.

## III. Benchmarking Phase

### A. Competitor DigiScore Benchmarking

With the DigiScores for each entity determined, we will calculate an average competitor DigiScore to serve as a benchmark for the performance evaluation of the initial company.

### B. Competitive Positioning

The competitive data will be utilized to refine the DigiScore rating system's weights. For instance, if the initial corporation has a distinct advantage in the 'Social Media Performance' category compared to its competitors, the weight of this category in the DigiScore calculation may be increased.

## IV. Data Normalization Phase

### A. Normalization Methodology

We will employ Min-Max Normalization to ensure equitable comparison across different metrics. This process will be executed by comparing each category's score for the company against the average competitor score in that category, adjusting weights as necessary.

### B. Detailed Normalization Process

The normalization process entails identifying the minimum and maximum values for each metric among all companies, and then normalizing the metric data for each entity. The following formula will be utilized:

**Normalized Value = (Original Value - Min Value) / (Max Value - Min Value)**

This ensures fair comparisons across different companies by scaling all data points for a given metric relative to the same minimum and maximum values.

## V. Review and Adjustment Phase

### A. Weight Adjustment

Over time, adjustments to weights may be necessary to accommodate the accumulation of additional data and the emergence of new insights concerning the significance of different metrics. For instance, the weight of 'Average Comments per 5 posts' may be increased while that of 'Average Likes per 5 posts' may be decreased, should 'Average Comments per 5 posts' prove to be a more indicative metric of social media engagement.