Communicate with stakeholders in different roles

Email #1: Email to a new data professional on the NPS data team

Dear Akbar,

My name is Cynthia, one of the data professionals with the National Park Service and a member of the data team responsible for the visitation prediction project.

Welcome to the team! I look forward to working with you. As a data professional, you will need to know about the data team's workflow.

At the start of a new project, the entire team contributes to a strategy document that includes the project's scope and objective, data sources, and key milestones. Next, the team cleans, organizes, and explores the data. Then, we build and test machine learning model(s). Finally, we share the results with stakeholders and receive feedback. The accuracy goal for the visitation prediction model is 90%.

If you have further questions about the project, please feel free to reach out anytime.

Cynthia Delgado

Data Scientist

National Parks Service Data Team

Dear Victoria,

My name is Cynthia, one of the data professionals with the National Park Service and a member of the data team responsible for the visitation prediction project.

Welcome to the team! I look forward to working with you. I've been asked to provide you with an overview of the visitation prediction project.

The recent increase in visitation is a major concern for the NPS. In 2022, the NPS received about 312 million recreation visits, an increase of 15 million visits from 2021. 26 percent of total visits occurred in the top 8 most visited parks. Unexpected increases in visitation can stress the natural environments and wildlife within the parks, and reduce the overall quality of visitor experience.

NPS leadership has asked the data team to build a model that will accurately predict future visitation at the most visited parks. A powerful model can help park managers better understand trends in future visitation, take proactive measures to protect the parks' natural and cultural resources, and improve visitor experience.

If you have further questions about the project, please feel free to reach out anytime.

Cynthia Delgado

Data Scientist

National Parks Service Data Team