David Gayman

davidrgayman@gmail.com

ATLAS Analysis

Project Plan

# Overview

# Goals & Tasks

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| --- | --- | --- | --- | --- | --- | --- |
| Deadline | Priority | Category | Goal # | Goal | Task | Task # |
|  |  |  |  |  |  |  |
|  |  | Data Ingestion |  | Needed raw data files collected. | Get sales data into raw data directory. |  |
|  |  |  |  | Get marketing communications/attempts/responses into raw data directory. |  |
|  |  |  |  | Get lists of schools that are customers into raw data directory. |  |
|  |  |  |  | Get List of all schools that are possible customers into raw data directory. |  |
|  |  |  |  | Get school locations into raw data directory. |  |
|  |  |  |  | Data ingestion implemented. | Configure repository |  |
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|  |  | Data Analysis > Infrastructure |  | Implement data ingestion including basic cleanup. |  |  |
|  |  |  |  |  | Ingest data |  |
|  |  |  |  |  | Clean data |  |
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|  |  |  |  |  |  |  |
|  | 1 | Data Analysis |  | Identify/rank strongest customers based on order history (total $ sales to them) and re-order history (% of times subscription ran out and they re-ordered within 1 month) | | |
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|  |  |  |  |  |  |  |
|  | 2 | Data Analysis |  | Profile the customers: Customer profile relation to various quantities/distribution: Product type, duration, frequency... | | |
|  |  |  |  |  |  |  |
|  | 1 | Data Analysis |  | Simple sales analysis: Which quarters, years etc. have the highest sales; highest growth. |  |  |
|  | 3 | Data Analysis |  | Correlation (and plots) between sales and external factors (school year, holidays, events, stock market indices, interest rates, student loan issuance, ...). | | |
|  |  | Data Analysis |  | *Drop-down menu for college names - show sales and various detailed figures in panel.* |  |  |
|  | 1 | Data Analysis |  | Trends showing comparison to other educational services |  |  |
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|  | 1 | Deliverables |  | Provide a dashboard display containing organized plots and data. |  |  |
|  | 1 | Deliverables |  | Provide a report containing the analysis and conclusions. |  |  |
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|  |  | TODO MVC description (0) |  |  |  |  |
|  |  |  |  |  |  |  |
|  | 1 | Analysis Results |  | Answer: "What sales are predicted for each quarter through end of 2021?" |  |  |
|  | 1 | Analysis Results |  | Answer: "What is the length of time between initial contact and purchase decision?" |  |  |
|  | 1 | Analysis Results |  | Answer: "What is the initial purchase conversion rate based on marketing/sales communications?" |  |  |
|  | 1 | Analysis Results |  | "What is the upgrade conversion rate (from 3-months to 6-months to 1-year)?" |  |  |
|  | 2 | Analysis Results |  | Answer: "What market penetration does the company have into each group of schools (ivy league, state schools, community college, high schools, etc.)" |  |  |
|  | 1 | Analysis Results |  | Answer: "What market penetration does the company have into regionally?" |  |  |
|  | 3 | Analysis Results |  | Answer: "Are you targeting the highest-responding customers?" |  |  |
|  | 2 | Analysis Results |  | Answer: "What conclusions can be reached by analyzing the trends in comparison to other educational services?" |  |  |
|  | 1 | Analysis Results |  | Answer: "What actions can be taken to increase sales? (suggestions: Send more/better targeted emails, phone calls, target certain types of customers, would this be applicable to ...)" |  |  |