David Gayman

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ATLAS Analysis

Project Plan

# Overview

# Goals & Tasks

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Deadline | Category | Goal # | Goal Priority | Goal | Task # | Task Priority | Task | Assignee |
| 1/1/2020 |  |  |  |  |  |  |  |  |
|  | Data Ingestion |  |  | Needed raw data files collected. |  |  | Configure repository. |  |
|  |  |  |  |  |  | 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. |  |  | Read raw files into DataFrames. |  |
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|  | Data Analysis > Infrastructure |  |  | Implement data ingestion including basic cleanup. |  |  |  |  |
|  |  |  |  |  |  |  | Ingest data |  |
|  |  |  |  |  |  |  | Clean data |  |
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|  | Data Analysis |  | 1 |  |  |  |  |  |
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|  | Data Analysis |  | 2 |  |  |  |  |  |
|  | Data Analysis |  | 1 | Simple sales analysis: Which quarters, years etc. have the highest sales; highest growth. |  |  |  |  |
|  | Data Analysis |  | 3 |  |  |  |  |  |
|  | Data Analysis |  |  | *Drop-down menu for college names - show sales and various detailed figures in panel.* |  |  |  |  |
|  | Data Analysis |  | 1 | Trends showing comparison to other educational services |  |  |  |  |
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|  | Deliverables |  | 1 | Provide a dashboard display containing organized plots and data. |  |  |  |  |
|  | Deliverables |  | 1 | Provide a report containing the analysis and conclusions. |  |  |  |  |
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|  | TODO MVC description (0) |  |  |  |  |  |  |  |
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|  | Analysis Conclusions |  |  |  |  |  |  |  |
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|  |  |  | Basic analysis & conclusions |  |  |  |  |
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|  |  |  | Conversion rate analysis. |  |  |  |  |
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|  |  |  |  |  | 1 | Answer: "What sales are predicted for each quarter through end of 2021?" |  |
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|  |  |  |  |  |  |  |  | Milad & Jonathan  Jacinta & David |
|  | Analysis Results |  | 1 | Answer: "What is the length of time between initial contact and purchase decision?" |  |  |  | Ibrahima & David |
|  | Analysis Results |  | 1 | Answer: "What is the initial purchase conversion rate based on marketing/sales communications?" |  |  |  |  |
|  | Analysis Results |  | 1 | "What is the upgrade conversion rate (from 3-months to 6-months to 1-year)?" |  |  |  |  |
|  | Analysis Results |  | 2 | Answer: "What market penetration does the company have into each group of schools (ivy league, state schools, community college, high schools, etc.)" |  |  |  |  |
|  | Analysis Results |  | 1 | Answer: "What market penetration does the company have into regionally?" |  |  |  |  |
|  | Analysis Results |  | 3 | Answer: "Are you targeting the highest-responding customers?" |  |  |  |  |
|  | Analysis Results |  | 2 | Answer: "What conclusions can be reached by analyzing the trends in comparison to other educational services?" |  |  |  |  |
|  | Analysis Results |  | 1 | 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 ...)" |  |  |  |  |