**Project Proposal**

**YouAnalytics**

**K.M.A.R.T Consulting**

**123 YouStreet**

**St. Peters, MO 63376**

**June 23, 2023**

**Table of Contents**

[1. Introduction 2](#_Toc332709415)

[2. Client Operations 2](#_Toc332709416)

[3. Executive Summary 3](#_Toc332709417)

[4. Cost Summary 4](#_Toc332709418)

[5. Terms and Conditions 5](#_Toc332709419)

[6. Contact 6](#_Toc332709420)

# Introduction

As a YouTuber, a web-based application that will allow you to quickly retrieve analytic information on your YouTube channel as well as videos to help increase viewers and subscribers across the globe. By having this information, you can optimize your channel and gain more traffic. The project itself will be accessed through a webpage where users can utilize features and gain benefits through the analytic information gained. Further this document will yield additional and more in-depth information revolving around the project, such as client operations or cost summary.

# Client Operations

Client will be able to enter their YouTube credentials and information requested into a web page and quickly retrieve analytic information from a Google provided application program interface for their channel and all videos. The information would include statistics such as the client’s view total, number of likes, minutes watched, view duration, and number of subscribers to help the client understand what to plan next for their channel.

# Executive Summary

Many YouTube content creators are left wondering about the impact that their content leaves on viewers. How many people watch their videos? For how long do those viewers stay engaged with the content? What about direct personal feedback in the form of likes, dislikes, or comments? YouAnalytics will provide a way to access that information through a convenient and simple user interface. Using the power of YouTube Analytics API, users will be provided all the data they need to gain insight into their content. This application will be a handy tool for anyone who seeks to demystify the environment of online content creation.

# Cost Summary

The following costs are estimated, non-recurring costs, to complete the project. With the development tools and API’s being available at no cost, the only cost incurred will be the cost of time for our team.

This project will require four developers and a project manager to complete the project in 6 weeks (about 1 and a half months). Due to the short amount of time it takes to get this project completed we are dedicating a total of 50 hours per week to complete the project. Total cost for the project will be $11,500. See Terms and Conditions for payment schedule.

# Terms and Conditions

* Price and payment: Client will pay 50% ($5,750) of the project fee to start the project. 25% ($2,875) will be due following review of the product before it is finalized. Once the project is complete, the remaining amount of $2,875 will be due to receive the final application.
* Cancellations: If the client fails to pay or decides to cancel the project, a refund will be pro-rated and returned to the client for any payments made. If K.M.A.R.T. Consulting fails to deliver the finished product, the client will receive a full refund.
* Intellectual property: K.M.A.R.T. Consulting owns the product fully until the product is finalized and delivered to the client.
* Sharing work: Once the product is finalized and delivered to the client, the client can share the product as they wish.
* Changes: Change requests will be submitted to the project manager as soon as possible to approve appropriate changes with the development team. A change request meeting will be held weekly, if needed, to review and approve/decline any changes.

# Contact

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