Project Management Plan

The project was carried out systematically and in unison, leveraging the distinct capabilities of each participant effectively. A culture of teamwork and ongoing feedback was cultivated. An Agile-based methodology was chosen to fit these needs and was enhanced with apt tools and communication channels to suit the project's evolving demands. The use of platforms like GitHub added further clarity to the process.

We communicated using Microsoft Teams and WhatsApp, ensuring that every member was consistently informed, regardless of where they were or the time zone differences. For cooperative tasks and instant document updates, we turned to Google Drive and Google Docs. This allowed multiple members to contribute simultaneously, merging varied viewpoints into our work seamlessly without versioning issues.

While team roles were outlined from the beginning, they were flexible, letting members tackle different tasks depending on the project's current needs and stage. This adaptability ensured our team could readily adapt, demonstrating resilience against unexpected hurdles or seizing new opportunities. In summary, our project management approach married structured Agile methodologies with the power of contemporary collaborative resources.

	Week 6 (2 oct-8 oct)	Week 7 (9 oct- 15 oct)	Week 8 (16 oct-22 oct)
Group Formation	██		
Problem Formulation		██	
Teamwork and Management plan	██	██	
Data Collection		██	██
Data Cleaning and Manipulation			██
Data Analytics			██
Analysis and Discussion		██	██
Written Report			██

Figure: High-level Project Plan

Name & SID	Skills	Tasks Assigned	% Contribution
Meenu Singh (s4017587)	Python, Data Analysis, Database	• Data collection (Reddit) • Data cleaning and manipulation (Reddit & YouTube) • Social Media Network Analysis (Reddit) • Sentiment Analysis and Topic Modelling (Reddit's Influencer data) • Network Analysis between Reddit and YouTube • Documentation (Report)	33.33 %
Param Kasana (s4017586)	Python, Data Analysis and Visualisation	• Data collection (YouTube) • Data cleaning and manipulation (Reddit & YouTube) • Sentiment Analysis and Topic Modelling (Reddit) • Social Media Network Analysis (YouTube) • Sentiment Analysis and Topic Modelling (YouTube's Influencer data) • Documentation (Report)	33.33 %
Sweta Karmacharya (s3938458)	Python, R, Data Analytics and Visualization	• Data cleaning and manipulation of raw YouTube data. • Exploratory Data Analysis of cleaned YouTube data • Performed Sentiment Analysis and Topic Modelling • Performed Advanced Data Analytics to gain insights. • Documenting of report	33.33 %

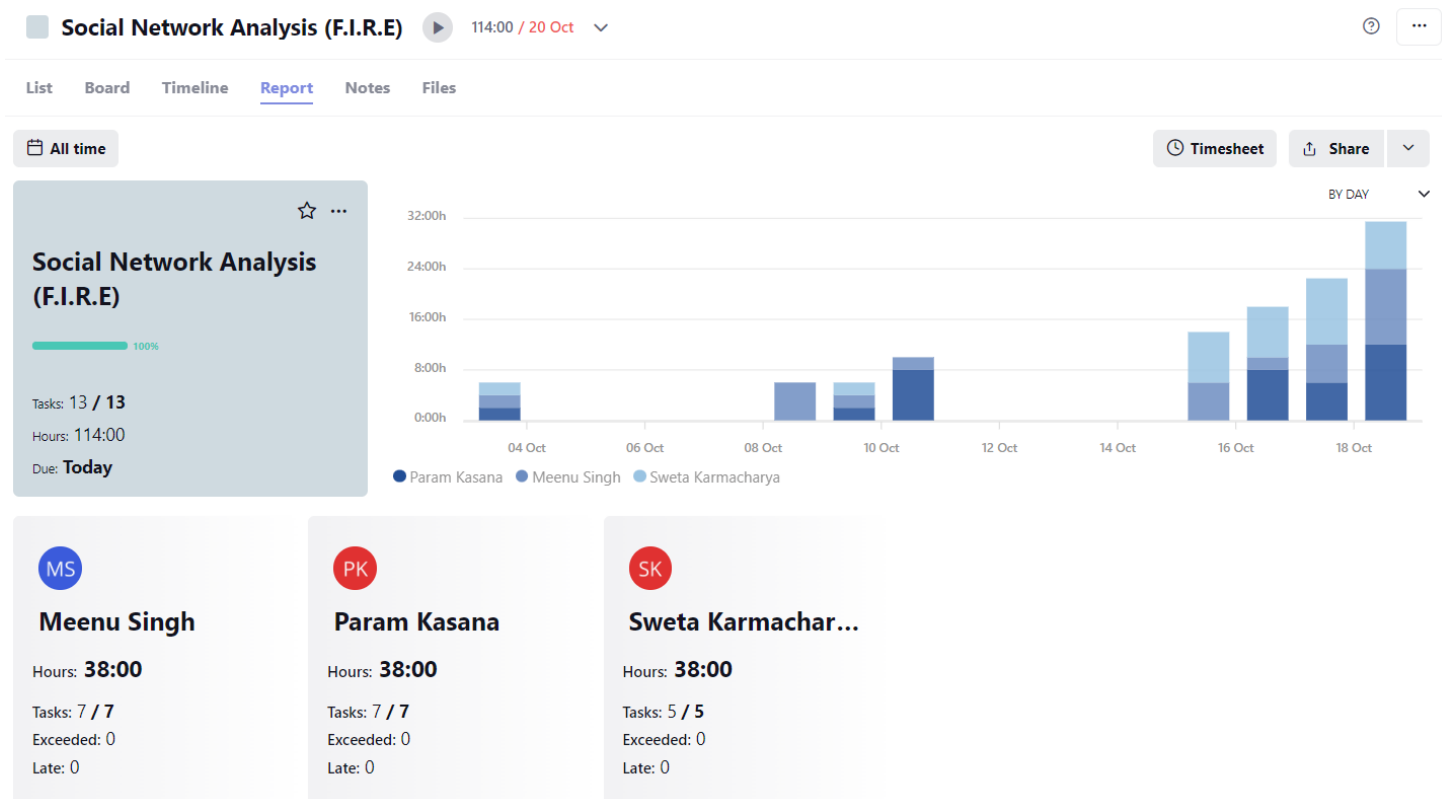*Figure: Task distribution and contribution table*

Figure: Task Distribution and Monitoring using TrackingTime

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