

TRENDS

Project Manager: Ms. Harika Reddy Puli

Sponsor: Chief Product Officer

Date Last Updated: 09/23/2022

Purpose

Analytics drive businesses to maximize their revenue. The goal of this project 'TRENDS' is to develop an analytics platform for the retail industry to derive insights from their sales. Generally, this process is done in a conventional way using tools such as PowerBI, where the user interacts manually with the tool in order to create reports. 'TRENDS' gives an edge to this conventional process by providing an intuitive platform, making it an end-to-end automated system for the user. This platform allows a non-technical user to extract information in the form of reports by just typing their requirements from the data using natural language processing. It enables the retail organizations to access customized reports and insights, making the analysis process easy.

Scope

Major project activities

1. Gathering and understanding overall requirements of the client in order to design and structure the project.
2. Ingesting structured or unstructured data supporting different formats of files like excel, csv and doc.
3. It should be able to recognize and extract related keywords from user input.
4. Testing the platform with mock data provided by the clients.
5. The platform should be capable enough to identify the necessary metrics and dimensions in the uploaded files.

Out of scope activities that are critical to the success of the project

1. A third party application integration for visualizations.
2. Agreement with the retail businesses for access to confidential data.
3. Marketing the tool in order to draw retail conglomerates to be the platform users.

Deliverables

1. Structured output of the ingested data
2. Display insights or reports in the form of visualizations like charts or tables based on user input.
3. The product should be able to customize its features according to company specific data.

Cost Estimates

Cost Type	Amount
Labor hours	960
External costs	\$226,100.00
Labor (consultants, contract labor)	\$216,000.00
Equipment, hardware or software	Hardware: \$5,000.00; Software: \$4,500.00
List other costs such as travel & training	Training: \$600.00

Schedule Overview

Estimated Project Completion Date: [04/01/23]	
Major Milestones	
Data Extraction and Mapping	12/10/22
External Milestones Affecting the Project	

Client subscriptions and finance	11/10/22
<p>Impact of Late Delivery</p> <p>Late delivery will impact the client contract expectations leading to disruption in funding or might increase the production costs for the project development</p>	

Measures of Success

1. The platform is capable of performing the objectives set and reaching the expectations of clients.
2. The platform is able to derive data metrics with accuracy.
3. Delivering the project with no missed deadlines.
4. The organization gets multiple contract deals with various retail conglomerates.

Stakeholder Analysis

Name & Role

Major Responsibility or Contribution

Retail
Company
Customer

The customer/client must provide their data for analysis and testing. They should invest in the project as a subscription. Client expectations are deriving insights and report with respect to their company specific data

Chief
Product
Officer
Sponsor

The chief product officer must provide an experienced development team. They must also oversee the training, labor and all other cost estimates. He/She expects the deliverables in time from the team

Project
Manager
**Managem
ent**

The project manager must gather the requirements from the stakeholders and make sure to integrate them with the product. He/She must keep a track of the development progress.

TRENDS
Team

The team must make sure that they are clear with the project requirements/objective and deliverables.

Assumptions

Assumption:

1. TRENDS product is developed in view of retail sector organizations like LEVIS, Macy's, Primark etc., assuming that these organizations are the clients/customers/stakeholders. They sign a contract with the company to purchase the tool and integrate it within their organization.
2. The project timeline is scheduled for 6 months
3. The project team consists of a project manager, a team lead, senior developer and two junior developers.
4. The project also needs some third party applications like google charts for visualization or azure cloud storage and these come with some software license costs that are included in software costs. Hardware costs include the laptops for the team

Impact if assumption is incorrect: