Leading Big Data Business Projects

During the entire course of the project we had an even and balanced workload distribution. The first step was to make a group via Teams for ease of communication and Trello for task assignments. We met every Tuesday at the N/Lab for our weekly meetings till week 9 and the rest of the meetings were held online. As we approached week 2 we finalised the company we were going to work with Holland and Barrett. We also had an idea of each other's strengths and weaknesses in the first two weeks so that we could distribute topics which certain members are comfortable with.

There was an extensive gantt chart made to understand each person's contribution and we assigned different readings to each other via the use of Trello. We did ensure everyone was up to speed in each meeting and made sure the task was being completed. If certain tasks took slightly longer we would increase the workforce on it so as to quickly resolve the task and move on to the next one. However during the Easter break a lot of importance was given to other modules and the work stagnated. Nevertheless we were able to make full use of the online meetings we had each week and got the most out of the team.

In terms of my personal contribution I aided with the customer segmentation, an important step to identify latent loyal customers for Holland and Barrett. I read through papers which helped me understand latent loyal customers (ResearchGate. (2016). Customer Loyalty to Travel Agencies in Bulgaria, Understanding Customer Lifetime Value (CLV). (n.d.), How to Implement Cross-Selling and Up-Selling Strategies. (n.d.)) and develop a strategy to segment them. This started out to be the first step for machine learning analysis. The initial stage was to identify what kind of data Holland and Barett collected to start research on feature importance (TechTarget. (n.d.). Transactional Data, Sprout Social. (n.d.). What Is Social Media Data?). The feature importance table fed into the ML model to get the various segments. These segments were ultimately named by me as Price-Conscious Consumers, Convenience Seekers, Health Conscious Shoppers, Occasional Buyers, Trial Shoppers and Word-of-Mouth Followers. I also maintained the minutes of each meeting and assigned tasks during the end of the meeting. This method helped everyone stay on track and be aware of how much time we have left.

Reflecting on our approach to the project, there are a few things I would do differently. I would emphasise on communicating better if one were to skip a meeting. This was something that did lead to arguments and the root cause was miscommunication. The second thing I would do differently is be more considerate to other team members. In a project there can be times when certain team members are performing rather well, however that does not give them the right to throw around jokes on non completion of someone else's work. Respectful and professional decorum must be maintained more often especially since it is a team presentation.

Overall, the project was an immense success and I have learnt key values about team dynamics in a project as well as managing a good workload. The lessons learnt in this module will definitely help me in my career when I have a real team to deal with.

References:

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