**Project Charter Document**



**Project Name:** Bounce rate increasing significantly leading to patient dissatisfaction

**Industry:** Retail

**Department:** Market Analysis

**Product/Process:** Data Analysis



**Prepared By**

|  |  |
| --- | --- |
| **Document Owner(s)** | **Project/Organization Role** |
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|  |  |
|  |  |

**Project Charter Version Control**

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| --- | --- | --- | --- |
| **Version** | **Date** | **Author** | **Change Description** |
| 1.0 | 14/09/2023 |  | Document created |
|  |  |  |  |

**TABLE OF CONTENTS**

[1 PROJECT CHARTER PURPOSE 3](#_Toc138436145)

[2 PROJECT EXECUTIVE SUMMARY 3](#_Toc138436146)

[3 PROJECT OVERVIEW 4](#_Toc138436147)

[4 PROJECT SCOPE 4](#_Toc138436148)

[4.1 Project Deliverables 4](#_Toc138436149)

[4.2 Deliverables Out of Scope 4](#_Toc138436150)

[4.3 Project Duration (start date: 15/09/2021 End date: 05/10/2021) 4](#_Toc138436151)

[5 PROJECT CONDITIONS 5](#_Toc138436152)

[5.1 Project Assumptions 5](#_Toc138436153)

[*5.2* Project Issues *– Fill it as and how project progresses.* 5](#_Toc138436154)

[5.3 Project Risks – *Identify if there are any risks that you foresee.* 5](#_Toc138436155)

[6 PROJECT REFERENCES – Any previous projects you have referred. If yes, please share the details. 6](#_Toc138436156)

[7 APPROVALS 6](#_Toc138436157)

# PROJECT CHARTER PURPOSE

This project charter serves to address the pressing business problem of a significantly increasing bounce rate leading to patient dissatisfaction. It defines the scope, objectives, and overall strategy for reducing the bounce rate and enhancing patient satisfaction. This document acts as a crucial tool for project initiation, planning, execution, control, and assessment. It establishes a clear reference point for project goals, scope, organization, estimates, work plan, and budget, specifically tailored to mitigate the identified issues causing patient dissatisfaction. Furthermore, it functions as a formal agreement between the Project Team and Sponsors, outlining the deliverables, budget, timeline, risks, resources, and standards necessary to achieve the project's success.



# PROJECT EXECUTIVE SUMMARY

* Business Problem
* Business Objective
* Business Constraint
* Success Criteria:
  + Business Success Criteria
  + Economic Success Criteria
* Data Collection: Update this section after the research is done.
* Scope: If you are doing this for any specific department of the organization then please mention the same.
* Assumptions: E.g., Data will be provided by customer, Cloud & GPU will be provided by customer
* Risks: E.g., Required data might not be available; Server connectivity might be weak, etc.
* Costs: Project cost – You can do assumptions by putting [number of hours \* number of human resources (cadre wise) \* hourly cost]
* Timeline: High level timeline of the project. E.g., Project will be for 20 to 25 days.
* Approach: Data Analytics Project Management Methodology



# PROJECT OVERVIEW



# PROJECT SCOPE

## Project Deliverables

|  |  |
| --- | --- |
| **Milestone** | **Deliverable** |
| * Identifying Constraints and design the project architecture, explore various public forums to collect relevant data, Data Preparation. | * Deliverable 1.1—Identifying Constraints and design the project architecture. * Deliverable 1.2—Explore various public forums to collect relevant data. * Deliverable 1.3— Data Preparation |
| * EDA and Descriptive Analytics | * Deliverable 2.1— EDA and Descriptive Analytics * Deliverable 2.2— Insights documentation |
| * Show case and review, Final Presentation and documentation, Handover and KT. | * Deliverable3.1 – show case and review. * Deliverable3.2 – Final Presentation and documentation * Deliverable3.3 – Handover and KT |

## Deliverables Out of Scope

* Web Application
* Mobile App
* Cloud based deployment

## Project Duration (start date: 15/09/2021 End date: 05/10/2021)

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Milestone** | **Date Estimate** | **Deliverable(s) Included** | **Confidence Level** |
| * Identifying Constraints and design the project architecture, explore various public forums to collect relevant data, Data Preparation. | [15/09/2023]  -  [21/09/2023] | * Deliverable 1.1—Identifying Constraints and design the project architecture. * Deliverable 1.2—Explore various public forums to collect relevant data. * Deliverable 1.3— Data Preparation | [High] |
| * EDA and Descriptive Analytics | [22/09/2023]  -  [30/09/2023] | * Deliverable 2.1— EDA and Descriptive Analytics * Deliverable 2.2--- Insights documentation | [High] |
| * Show case and review, Final Presentation and documentation, Handover and KT. | [01/10/2023]  -  [05/10/2023] | * Deliverable3.1 – show case and review * Deliverable3.2 – Final Presentation and documentation * Deliverable3.3 – Handover and KT | [Medium] |



# PROJECT CONDITIONS

## Project Assumptions

* Data will be extracted from public sources and then client provided data is mapped and finally one master data will be shared by Innodatatics for further analysis.
* Dashboards and insights are mandatory.

## Project Issues *– Fill it as and how project progresses.*

**Priority Criteria**

1 − High-priority/critical-path issue; requires immediate follow-up and resolution.

2 − Medium-priority issue; requires follow-up before completion of next project milestone.

3 − Low-priority issue; to be resolved prior to project completion.

4 − Closed issue.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Date** | **Priority** | **Owner** | **Description** | **Status & Resolution** |
| 1 |  | High |  |  |  |
| 2 |  | High |  |  |  |

## Project Risks – *Identify if there are any risks that you foresee.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Risk Area** | **Likelihood** | **Risk Owner** | **Project Impact-Mitigation Plan** |
| 1 | Insufficient User Feedback | Medium | Customer Support Team | In the event of limited feedback, targeted outreach campaigns and incentives will be employed to gather valuable insights, ensuring a comprehensive understanding of user experiences. |
| 2 | Technical Challenges during Implementation | Medium | IT Department | To mitigate the impact on the project, a contingency plan will be in place, including immediate technical support, collaboration with relevant experts, and potential adjustments to the project timeline |



# PROJECT REFERENCES – Any previous projects you have referred. If yes, please share the details.

|  |  |
| --- | --- |
| **Project** | **Description** |
| [ Real-Time High-Load Infrastructure Transaction Status Output Prediction Using Operational Intelligence and Big Data Technologies. | An approach to use Operational Intelligence with mathematical modeling and Machine Learning to solve industrial technology projects. |

# APPROVALS

**Prepared by** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Manager

**Approved by** Sharat Chandra M\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Sponsor

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Executive Sponsor

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Client Sponsor

