ObSpyEmay

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CURRENT APPROACH

ASKING THE RIGHT QU

What we know

- Tracking of online data
- Dashboard tells us our generated leads
- Lead gen team knows how to use various tracking platforms

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- T
- C

How we feel about it

INSIGHT

INSIGH

Goal

Create an answering engine that will allow us to quantify our data with custom queries and flags while simultaneously analysing the information that will help us understand our customers in a whole new approac

Mission

INSIGH

Goal

Create an answering engine that will allow us to quantify our data with custom queries and flags while simultaneously analysing the information that will help us understand our customers in a whole new approac

Mission

Financial Projections

Project Definition

Project Definition

Benefits

- Overcome hindrances that we have faced in the past
- Real-time data
- Flaging of anomalies
- custom queries

Project Plan

Stakeholders	Ana Basch + R
Team	Rewardsco Ma
Project Manager	Teiaren.S Pillay
Project Management approach	Scrum
Scrum master	Ana Basch + R
Developer/Designer	Teiaren.S Pillay
Tools for creating the platform	Django Framew encourages rap Others TBD
Hosting/Cloud platforms	TBD

Risk Assessment

Risk	Dealing with
Not asking the correct questions for our scripts to gather information.	Test and analyse e we create new scrip if we are gatheri correct answ
Vetting the gathered information could come to us with corrupt or incorrect data	Create a method to check the data we g if it meets set crite particular proc

Project Organisation

Activity	Developer	PM
Decide on the product backlog	A	R
New ideas/process	A	C
Design	R	A
Approval	I	I

R Responsible

How decisions are mad

Benefits

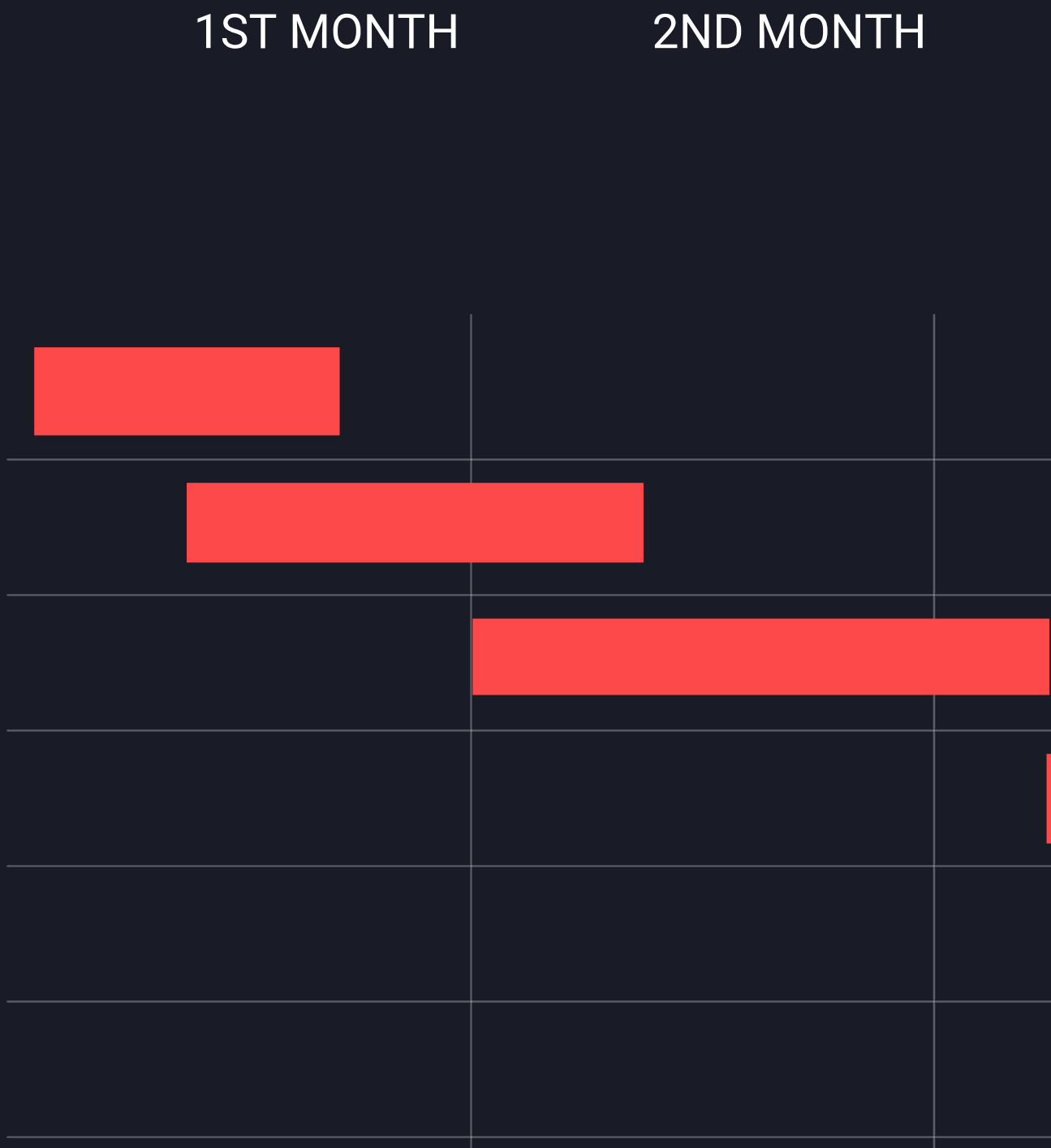
Impacts

Change

Present

Project Timeline

Tasks


1ST MONTH
2ND MONTH
INITIATING PHASE
RESEARCH
PLANNING PHASE
EXECUTING PHASE
TESTING
DOCUMENTATION

Conclusion