**Project Charter**

**Part I: Project Overview**

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| **Project Name** | Blackrock Investment Analysis | | |
| **Project Charter Author** | Joyson Gonsalves | | |
| **Creation Date** | 15th November 2023 | **Last Revision Date** | 19th April 2024 |
| **Project Requestor** | Rick Lambroff | | |
| **Proposed Project Start** | 6th December 2023 | | |
| **Proposed Project End** | 25th March 2024 | | |

**Part II: Stakeholders**

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| **Sponsor** | Georgian College |
| **Client** | Rick Lambroff |
| **Project Team** | Joyson Gonsalves-Team Lead, Aryan Radadiya-Developer, Sumit Kumar  Pandey-Data Analyst |

**Part III: Project Details**

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| **Project Description** | The client aims to delve deep into BlackRock's data, seeking a comprehensive understanding of its present impact on the market. Their goal is not only to grasp the current dynamics but also to foresee the future, predicting how BlackRock's assets will evolve over time. It's essentially a quest for valuable insights that can guide strategic decision-making and prepare for the twists and turns of the financial landscape. |
| **Project Objective** | * Market Influence Analysis: Assess the current impact of BlackRock on financial markets. * Asset Growth Prediction: Utilize predictive modelling to forecast the future growth trajectory of BlackRock's assets. * Assess risks tied to BlackRock's market influence and asset growth, identifying challenges for stakeholders to make informed decisions and develop mitigation strategies. * Compare BlackRock's market impact and asset growth with others in finance to help stakeholders gauge its standing, benchmark performance, and spot areas for improvement. |
| **Project Requirements** | * Need to research the dataset for proper trends. * Research BlackRock to know their analysis. * Must have one team member good at coding for implementing predictive analysis. * Need to follow project timeline to meet with client’s needs. * Final implementation should include visualization and report. |
| **Project Outcomes or Benefits** | Project Outcome:   * Data-driven analysis. * Future trends of market. * Influence of the company in the current market.   Benefits:   * Data driven analysis of market. * Knowledge of future market trends. * Influence of BlackRock in the market. |
| **Project Scope** | In Scope:   * Investment Strategies * Portfolio Composition * Historical Performance * Prediction of Future Growth using Advanced Predictive Modelling Techniques   Out Scope:   * Detailed examination of internal operational processes unrelated to investments * In-depth analysis of external factors not directly impacting strategies, portfolio, performance, or growth forecasts |
| **Project Deliverables** | * Market research of the BlackRock’s investments. * Thorough report on the analysis. * Proper visualization of the report. |
| **Constraints/Risks** | Even though some challenges may develop, we plan to provide the Client with completed analyses and report that answers the key questions. Still, these potential challenges would highly impact our Process and schedule:   * The predictive analysis should show accurate results from the raw data. * Client needs changes during the project timeline. |
| **Assumptions** | * BlackRock has assets under management more than many countries GDP combine. |
| **Key Dependencies** | * Researching the market. * Cleaning and organizing the data. * Predictive Analysis Module. * Making proper visualization. |

**Part IV: Communications**

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| **Stakeholder** | **Message** | **Method** | **Frequency** |
| **Sponsor** | Client Meetings | In-person, MS Teams | As needed |
| Risks and Issues | Email, In-person | As needed |
| Project Status Reports | Email | Weekly |
| Closing Presentation | In-person |  |
| **Project Manager** | Client Meeting | In-person, MS Teams | As needed |
| Team Meetings | In-person | In-person |
| Risks and Issues | In-person, email | As needed |
| Project Status Reports | Email (creator) | Weekly |
| Closing Presentation | In-person |  |
| **Team Members** | Client Meeting | In-person, MS Teams | As needed |
| Team Meetings | In-person | In-person |
| Risks and Issues | In-person, email | As needed |
| Project Status Reports | Email (contributor) | Weekly |
| Closing Presentation | In-person |  |

**Part V: Project Timeline**

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| **Project Timeline** | **Activity** | **Complete By** |
| Client Acceptance of the Project Charter | 15th November 2023 |
| Requirements Phase | 30th November 2023 |
| Design Phase | 5th January 2024 |
| Development Phase | 10th February 2024 |
| Testing Phase | 15th March 2024 |
| Release Phase | 25th March 2024 |
| Client Presentation | 9th April 2024 |
| Handover of the Deliverables | 15th April 2024 |
| Project Closeout | 19th April 2024 |

**Approval Signatures**

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|  |  | Georgian College,  Department of Research and Innovation Big Data Analytics Program |
| Rick Lambroff |  | Originator and Role |

**Approval Date:**