Project Charter: **Data Warehouse of McQueen Car Dealership**
Date: **August 30, 2025**
Project Sponsor: **Cleo Sy, CEO**
Project Manager: **Jovic Salmeron, IT Manager**
Team Members: **Gretchen Contillo, Data Analyst**
Rolando Abagon Jr., Data Engineer

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1. Project Purpose and Justification (Business Case)

The McQueen Car Dealership is facing challenges in managing and utilizing its sales and inventory, making reporting slow and decision-making inefficient. The McQueen Car Dealership aims to improve data-driven decision-making by consolidating all customer, inventory, and sales data into a centralized warehouse. The goal is to automate reporting and enhance customer insights. Below are three business cases and their impact:

1. Inefficient Reporting of Sales: Missed sales trends and revenue opportunities
2. Inventory Mismanagement: Loss of sales due to stockouts
3. Duplicate Records and Data Errors: Inaccurate reports and analytics

2. Project Objectives

- Design and implement a centralized Data Warehouse.
- Integrate data from sales and inventory.
- Provide dashboards and reports for sales and inventory.
- Ensure high security, data integrity, and access control.
- Cleaning and de-duplicating records to ensure data accuracy

3. Project Scope

The project aims to design and implement a centralized data warehouse to improve sales reporting, inventory management, and data accuracy of McQueen Car Dealerships.

In Scope:

- Requirements gathering and business analysis.
- Data modeling and ETL (Extract, Transform, Load) process.
- Dashboard/report development using BI tools.

Out of Scope:

- Real-time data streaming.
- Predictive analytics.
- manually correcting old or inconsistent data.

4. Resources

- Computer or Laptop
- Power BI
- Internet

5. Deliverables

Milestone	Target Date
Project Initiation	August 5, 2025
Requirements Gathering	August 9, 2025
Data Modeling & Architecture	August 17, 2025
ETL Development & Integration	August 22, 2025
Dashboard/Report Development	August 25, 2025
Testing & QA	August 28, 2025
Go-Live	August 30, 2025
Post-Deployment Support Ends	August 31, 2025

6. Risk and Mitigation

Risk

- Unclear Requirements or Misaligned Expectations
- Loss of Key Project Personnel
- Insufficient Time

Mitigation

- Conduct detailed requirements gathering
- Cross-train team members
- Allocate time buffers

7. Budget Allocation

Item	Cost
Software Licenses	₱3000
Development & Integration	₱5000
Training & Documentation	₱3000
Contingency (10%)	₱3000
Total	**₱14,000**

8. Key Stakeholders

Project sponsor: **Cleo Sy**
IT Manager: **Jovic Salmeron**
Data Analyst: **Gretchen Contillo**
Data Engineer: **Bhong Abagon**