PROJECT CHARTER TEMPLATE

GENERAL PROJECT INFORMATION

PROJECT NAME	PROJECT MANAGER	CHIEF DATA ENGINEER
Digital Marketing Analysis	Cintia Várhegyi	Péter Vándor

PROJECT OVERVIEW

PROBLEM OR ISSUE	Currently, we lack a comprehensive data-driven approach to predict which users are most likely to convert. This lack of predictive insight makes it difficult to optimize campaigns, allocate resources effectively, and improve customer targeting, leading to suboptimal marketing spend and potentially lower conversion rates.
PURPOSE OF PROJECT	The goal of this project is to develop a predictive model that can estimate the likelihood of a user converting based on various digital marketing touchpoints, user behaviors, and demographic data. Predict conversion rates through customer engagement data and historical data to improve targeted marketing campaigns. Analyze how different type of campaigns affect the performance and recommend campaign types and channels.
BUSINESS CASE	The insights generated from our in-house development will enable the optimization of targeted campaigns, recommend effective campaign types and channels, and drive ROI for digital marketing efforts. By optimizing targeting precision, we expect to increase conversion rates by 15-20%. By determining how many campaigns should be started from the current 4 types, the current distribution of advertisement spending can be improved and thus improve ROI. ML-driven allocation of the annual marketing budget will ensure maximum ROI across channels, with projected efficiency gains of 20-25%.
GOALS / METRICS	One of the key performance indicators (KPIs) is the conversion rate, which measures how well our marketing efforts translate into desired actions by users (e.g., purchases, sign-ups, etc.). Our goal is to reach at least 95% accuracy in the model development phase while minimizing false positives.
EXPECTED DELIVERABLES	Multiple working machine learning models and a neural network model. Baseline model: Logistic regression. Advanced: Random Forest, XGBoost, Neural Network.

PROJECT SCOPE

WITHIN SCOPE	Chief Data Engineer and project managers will work on building machine learning models to predict conversion likelihood. Analyzing user behavior data, demographic information, and interaction history to predict conversions for online marketing campaigns (paid ads, social media, SEO, email etc.)

OUTSIDE OF SCOPE	This project will not focus on offline marketing efforts such as TV ads, radio campaigns, print media, or event-based marketing. The scope is limited to digital marketing channels. Data that is not directly available from internal marketing systems or channels (such as data from third-party platforms like Google Analytics, social media analytics, or third-party CRM systems) is out of scope. The project team will not be responsible for the handling of personal data, as this responsibility is ensured by the company's existing data privacy and legal compliance protocols.

TENTATIVE SCHEDULE

KEY MILESTONE	START	FINISH
Form Project Team / Preliminary Review / Scope	02/18/2025	02/25/2025
Finalize Project Plan / Charter / Kick Off	02/25/2025	03/04/2025
Data Collection & Preprocessing Phase	03/04/2025	03/18/2025
Model Development Phase	03/18/2025	04/01/2025
Analysis & Insights Phase	04/01/2025	04/08/2025
Improvement Phase	04/08/2025	04/22/2025
Deployment Phase	04/22/2025	05/06/2025
Project Summary Report and Close Out	05/06/2025	05/20/2025

RESOURCES

PROJECT TEAM	Cintia Várhegyi - Project Manager Péter Vándor - Chief Data Engineer
SUPPORT RESOURCES	Marketing, Project Management, Software Engineering
SPECIAL NEEDS	Data specialist, Python

COSTS

COST TYPE	VENDOR / LABOR NAMES	RATE	QTY	AMOUNT
Labor	Salary for Project Manager	$65.00	250 (hours)	$16,250.00
Labor	Salary for Chief Data Engineer	$85.00	350 (hours)	$29,750.00
Software	Google Analytics Subscription	$50,000.00	1	$50,000.00
Cloud Infrastructure & Computing Costs	Data Hosting & Computational Resources	$79,879.00	2	$159,758.00
Miscellaneous	Third-Party Software	$68,768.00	0	$ -
			TOTAL COSTS	$255,758.00

BENEFITS AND CUSTOMERS

PROCESS OWNER	Cintia Várhegyi - Project Manager
KEY STAKEHOLDERS	Digital Marketing Manager, Chief Marketing Officer
FINAL CUSTOMER	The marketing department and all related employees.
EXPECTED BENEFITS	Reducing the workload of marketing employees (quantified in working hours saved). Improve decision making with the implementation of data-driven process. Enhanced ROI from marketing campaigns and cost savings from better budget allocation. The implementation of the machine learning / AI models is expected to also result in a 15-20% increase in conversion rates.

TYPE OF BENEFIT	BASIS OF ESTIMATE	ESTIMATED BENEFIT AMOUNT
Improved Conversion Rates	Estimator's projections	$125,000.00
Enhanced Revenues	Finance's projections	$142,500.00
Increased Efficiency	Project management's estimations	$37,500.00
Better Decision Making	Project management's estimations	$38,500.00
	TOTAL BENEFIT	$343,500.00

RISKS, CONSTRAINTS, AND ASSUMPTIONS

RISKS	Inaccurate customer data may lead to flawed predictive models. Models might not ach accuracy levels. Limited availability of data science team members. Marketing team res recommendations.
CONSTRAINTS	The project must be completed and delivered by the end of semester (~end of May).
ASSUMPTIONS	We assume that data handling is complying with GDPR.

PREPARED BY	TITLE
Cintia Várhegyi	Project Manager
Péter Vándor	Chief Data Engineer