

Project Charter: Reality Interactive: 1/2

Case for change / Problem Statement

- Devices malfunction result in screen interruptions and diminish the smooth digital signage experience, ultimately leading to customer dissatisfaction.
- Our objective is to uncover recurring patterns within the logs, which can then be leveraged to automatically detect problems and alert the operations support team to any issues.

Business Case

- Reduction in digital signage errors, resulting in an increase in client confidence.
- Successfully distinguishing between abnormalities and normality.
- Improvement in operational effectiveness and customer satisfaction.
- Effectively identify the underlying reasons of failures.

Objectives / Goal statements

- Analyse the log data and recognise different patterns in one week's worth of log data.
- Create a system of categorization to distinguish between anomalies and normalcy
- Evaluate the frequency and total number of patterns found in the log data.
- Identify data points that substantially diverge from expected patterns.
- Conclude the data analysis and deliver the results within a three-month timeframe.

In Scope

Log data Analysis Documentation

Anomaly Detection

Pattern Recognition

Out of Scope

Refining the version iteration

Decreasing cost of log storage

Production

Top Risks (max. 5)

1. Data exposure could lead to data breaches.
2. Overwhelming data volume has an impact on data governance.
3. Unrecognised data labelling can cause errors.
4. Differentiation between favorable and adverse anomalies.
5. Uncharted or untapped data with minimal to no prior projects.

Constraint Matrix

	MOST	SOME	LEAST
SCOPE	x		
TIME		x	
COST			x

Assumptions

- There could be days with missing log entries.
- Not every log may contain detectable anomalies.
- Initial data is sufficient for gaining insights.
- Past data remains relevant and free from data quality issues.
- The team possesses all the necessary software tools for conducting the analysis.

Indirect Benefits

- Ensuring a dependable and uninterrupted digital signage experience contributes positively to the brand's image, subsequently distinguishing us from competitors.
- Delivering a consistently seamless digital signage can lessen the need for customer support.

Project Charter: Reality Interactive: 2/2

Deliverables & Milestones (High Level Milestone Plan)		
Project Start Date:08/29/2023		Project End Date: 12/18/2023
Key Deliverable	Milestone Name (MN)	Planned MS Date
Student Confidentiality Acknowledgement	NDA Signing Completed	08-29-2023
Project Charter Completion	Charter Finalization	09-12-2023
RACI Matrix Establishment and EDA Conclusion	Roles Allocation and Data Exploration Phase Completion	09-19-2023
Methodology Approach Finalization	Methodology Finalization	09-26-2023
Initial Findings Assessment	Preliminary Results Upload	10-10-2023
Mid Term Presentation Completion	Mid-Term Presentation Finalization	10-24-2023
Results Revaluation	Results Update Finalization	11-14-2023
Final Presentation	Final Presentation complete	11-28-2023
Analytics and Models	Project Files Uploaded	12-04-2023
Project Documentation	Documentation Delivery	12-08-2023

Incoming Dependency	Outgoing Dependency
Log Files and Data required for analysis	Automation of Detected Anomalies and Operations Integration
Consultation Access to Sponsors	Development of Predictive Models
Resource Allocation	Submission of Sponsor Documents to Stakeholders

Project Organization	
Sponsor	Reality Interactive
Steering Board Members (PSB)	Jack Nord & Bhattacharjee, Sudip
Project Manager	Deepthi Pai Manoor
Workstream Leaders	Ashrith Adepu, Anusha Derengula, Yasvanth
Team Members	Srinidhi Chundru, Saipreethi Sunku, Udaya Sri Satya Sai Vaddi

Signoff		
Role	Signature	Date
Sponsor		
PSB Member		
PSB Member		
PSB Member		