Create a Project Proposal

# Activity Overview

As you have learned, a project proposal is a plan of action that describes what needs to be accomplished in order to achieve a project’s intended goals and outcome. The main function of this resource is to outline a project’s objectives and requirements. Project proposals are typically generated at the beginning of a project and are used by team members throughout the project’s duration.

In this activity, you will create a project proposal based on a fictional workplace scenario.

To review tips for creating an effective project proposal, refer to the reading about [communicating objectives with a project proposal](https://www.coursera.org/learn/foundations-of-data-science/supplement/79Ysh/communicate-objectives-with-a-project-proposal).

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

# Scenario

You are a data professional working for an international delivery company.  Company leadership has asked the data team to develop a machine learning model for predictive maintenance on its fleet of delivery vehicles.Predictive maintenance uses machine learning to help predict equipment failures before they occur. The ML model analyzes both historical data such as performance and maintenance records, and real-time data collected from sensors placed on vehicles.

Leadership wants to use the power of predictive maintenance to monitor the performance of delivery vehicles, and to identify and fix issues before they cause costly downtime or delays. For example, if the engine of a delivery vehicle breaks down, the company has to deal with delivery delays, dissatisfied customers, vehicle repair or replacement, and potential safety issues. Predictive maintenance offers benefits such as optimized delivery, increased safety, improved customer service, and reduced costs.

Your manager asks you to create a project proposal to identify and organize key milestones and deliverables for the project. The proposed timeline for the project is 12 weeks. The goal is to build a model with at least 90% accuracy.

# Assessment of Exemplar

Compare the exemplar to your completed activity. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

***Note:*** *The exemplar represents one possible way to complete the project proposal. Your project proposal will likely differ in certain ways. What’s important is that your project proposal organizes and communicates information that will help the data team successfully complete the project.*

The project proposal provides:

* A brief and purposeful project title
* An objective statement that clearly and concisely describes the goal of the project
* A list of key tasks that details the work that needs to be completed within each milestone
* A list of deliverables that indicates the completed items to be shared with team members or stakeholders
* A time estimate for achieving each project milestone