**PROJECT CHARTER DRAFT Status: PENDING**

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| **GENERAL PROJECT INFORMATION** | |  |  |  |
| **COMPANY NAME** | Meats Butcher Shoppe |  |  |  |
| **PROJECT NAME** | Sales and Product Review | |  | | --- | |  | |  | **IMPORTANT REMINDER**  Fill in this document to the best of your abilities. This is your project, so you can make things up! |
| **PROJECT SPONSOR** | Alyson Downs (CVTC Instructor) |  |  |  |
| **PROJECT MANAGER** | Eilis Mattoon |  |  |  |
| **EMAIL ADDRESS** | emattoon@student.cvtc.edu |  |  |  |
| **PHONE NUMBER** |  |  |  |  |
| **EXPECTED START DATE** | April 13th , 2025 |  |  |  |
| **EXPECTED COMPLETION DATE** | May 6th , 2025 |  |  |  |
| **DESCRIBE THE PROBLEM OR ISSUE, GOALS, OBJECTIVES, AND DELIVERABLES OF THIS PROJECT** | | | | |
| **PROBLEM OR ISSUE** | Currently, there’s a lack of a structured system for tracking sales trends, inventory, and customer purchasing patterns. We need clear insights to identify peak sale times, manage stock, and evaluate product profitability. | | | |
| **PURPOSE OF PROJECT** | Develop a database-driven reporting system to track daily sales, customer purchases, and inventory levels. | | | |
| **PRIMARY OBJECTIVES** | * Develop a relational data base * Track product performance * Monitor inventory levels * Analyze customer purchasing trends * Real time insights through reports * Create interactive dashboard | | | |
| **GOALS / METRICS** | Enhance customer insights to tailor promotions and product recommendations  Increase revenue by identifying high-demand products and optimizing pricing strategies. | | | |
| **EXPECTED DELIVERABLES** | * Database Schema (ERD) * ETL process * Sample Data * Reports (two key reports, Sales and Customer Purchase) * Interactive Dashboard | | | |
| **DEFINE THE PROJECT SCOPE AND SCHEDULE** | |  |  |  |
| **WITHIN SCOPE** | The **Butcher Shop Sales & Inventory Tracking System** will provide a structured database for tracking daily sales, customer purchases, and inventory levels. This system will enable efficient sales reporting, improve inventory management, and offer data-driven insights for optimizing business operations. | | | |
| **OUTSIDE OF SCOPE** | * Employee payroll, scheduling features * Automated supplier ordering system * Advanced customer loyalty tracking | | | |
| **TENTATIVE SCHEDULE** | **KEY MILESTONE** | **START** |  | **COMPLETE** |
|  | Decide Project Topic / Preliminary Review of Data / Set Scope | April 1st |  | April 6th |
|  | Define Database / Create ERD | April 7th |  | April 13th |
|  | ETL Phase | April 14th |  | April 20th |
|  | Populate Database | April 21st |  | April 25th |
|  | Report Phase | April 26th |  | May 1st |
|  | Dashboard Phase | May 2nd |  | May 6th |
|  |  |  |  |  |
| **DEFINE THE PROJECT RESOURCES AND COSTS** | |  |  |  |
| **PROJECT TEAM** | Project Lead (Myself), Instructor, and Butcher Shoppe owner | | | |
| **SUPPORT RESOURCES** | Access to SQL tools, PowerBI/Tableau, Python. Data sources (POS sample reports?) | | | |
| **SPECIAL NEEDS** | ^^ | | | |
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| **DEFINE THE PROJECT BENEFITS AND CUSTOMERS** | | | | |
| **PROCESS OWNER** | Eilis Mattoon | | | |
| **KEY STAKEHOLDERS** | Instructor, Butcher Shoppe Owner | | | |
| **EXPECTED BENEFITS** | Improve Sales insights, better inventory management, enhanced decision making. | | | |
| **DESCRIBE PROJECT RISKS, CONSTRAINTS, AND ASSUMPTIONS** | |  |  |  |
| **RISKS** | Technical Challenges  Scope creep | | | |
| **CONSTRAINTS** | Time limitations  Software/Tool Access | | | |
| **ASSUMPTIONS** | Sample sales and inventory data will be available or generated  The final reports and dashboard will effectively communicate business insights. | | | |
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| Prepared by: | Eilis Mattoon | Date: | 04/02/2025 |  |