Project Plan

Focus: Consumer Electronics

Team:

Ilya Gorelkin, Zach King, Wei Zeng, and Jose Zuloaga

Introduction:

This project will seek to analyze the web site of a Consumer Electronics firm, as well as the websites of it's competitors, to find and report on insights learned and possible revisions that should be made to the firm's website. These revision recommendations would come from the perceived strengths or opportunities discovered as well as the weaknesses and potential threats. The insights learned will be weighted based on their relevance and hypothesized importance to the firm and presented accordingly.

In order to accomplish this, the team will first begin to communicate with each other through various methods, as outlined below. By collaborating on the development of the code, as well as the analysis of the findings and the production of written deliverables, this team will seek to produce a business-ready White Paper. That final White Paper, or Management Report, will define the proposed changes as well as explain the processes and tools used to gather the data, read/translate/re-code the data, run analyses on the data, and visualize the data to best extract meaningful insights.

Plan for Completing the Project:

We will begin by collaborating on ideas for which firm we want to focus on and how we plan on collecting and analyzing their online data. Once the firm is selected and our roles are

determined, we will begin to the data acquisition, gathering, and analysis. While we work on our sections individually, we will pass what we have done to each other through e-mail attachments and media-sharing platforms such as Google Drive. We will also remain in contact through e-mails, Canvas messages and board posts, as well as chat and audio/video conferences scheduled throughout the quarter. Lastly, we will share insights from analyzing the data acquired through the above-mentioned channels of communication and work simultaneously on building the final term project report by editing a group document.

Plan for Communication:

This team plans to stay in communication with each other throughout the course of this project development by messaging back and forth through the Canvas e-mail system as well as our NU e-mail and private e-mail accounts. Throughout the development of this project, we will collaborate on shared documents through Google Drive and work on coding and analysis individually but pass code between each other through e-mail attachments as well as shareable documents through services such as Google Drive and GitHub in order to fill in our parts once we have them up and running.

Roles and Responsibilities:

Area	Member
Data Acquisition	Ilya Gorelkin
Exploratory Data Analysis	Jose Zuloaga; Wei Zeng
Python Programming	Wei Zeng; Ilya Gorelkin
Report Writing	Jose Zuloaga
Project Management	Zach King