

Merquetry Business Case

Team Green

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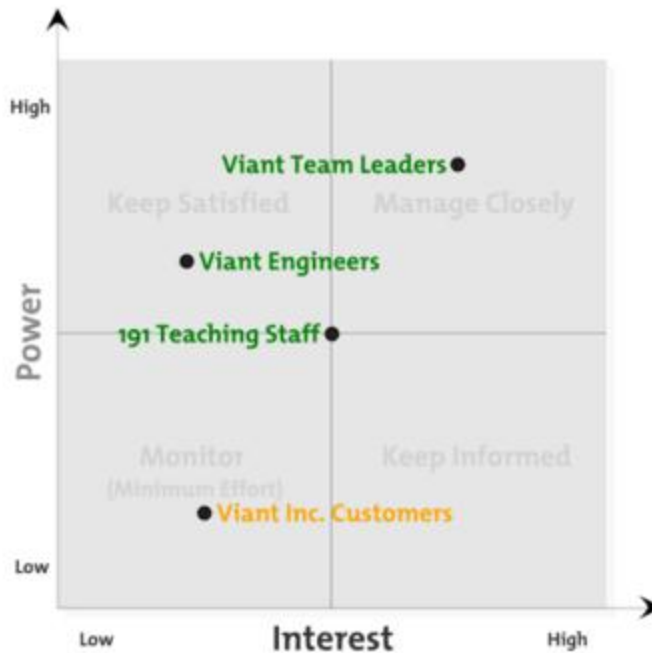
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1. Project Statement

Viant Inc. is an internet marketing service that helps companies who are subscribed to their services advertise more accurately to their consumers. Currently, Viant has collected massive amounts of data, but they have no cohesive way of organizing or accessing it. Our task is to create an internal data exploration tool that would allow select personnel (mostly people in authority positions) to easily access the data, regardless of whether or not they know how to code, within 20 weeks.

Viant has requested for a tool that would allow users to view different data sets in comprehensive interface. Currently, only a limited amount of employees within Viant have access to and understand the data, mainly those with coding knowledge. Data is being updated every day, but it is difficult to check in real time when and how the data has changed, making it difficult to prove the validity and accuracy of the data. This tool would allow the people direct access through an easy-to-understand UI, minimizing time spent on each task, increasing productivity, and quickly being able to view relevant information based on the user's needs.

2. Stakeholder Analysis



2.1 Viant Engineers & Developers

A data exploration tool is needed because it will help engineers and developers, the teams that generate Viant's externally used products. Currently, Viant has access to over a billion user profiles that are updated daily. They also gain more profiles each day. As a result, there are countless changes in user information and trends that need to be identified and tracked. Top management and sales currently don't have an easy way of searching through the entire database in an easy way. Currently their searches are done through GBQ, this can prove very costly when it comes to time and gives restricted access to only the engineers/developers -- hence forcing people without given knowledge to seek help of engineers/developers creating a chain that can prove a timely goal to accomplish.

2.2 Viant Team Leaders

These individuals are the primary driving force behind the project. Our primary contact is Chris Doe, the Senior Vice President of Emerging Media Products at Viant Inc. In the second quarter, our primary contact is Keith Reynolds. Since this tool will increase the productivity of the various teams working at Viant, the leaders of these teams have vested interest in the efficiency of their teams. Through their connectivity within the company, Viant team leaders have a great amount of influence on the growth of the

project because they are providing our team with the resources we need to complete our work (i.e. the use of the Viant GBQ database, user interviews with various Viant employees, aid in the development of the tool concept and actual execution resources). They will be directly affected by our work and directly impact our work, placing them into very important stakeholder positions.

2.3 INF 191 Teaching Staff

The staff are serving as benefactors for this project. They have interest in seeing the work of teams being developed and in guiding the work to completion. They will continue to grow in their own abilities to lead and guide future students through the software development process. Through this, they will also be providing more opportunities in the future with other companies that are looking for software solutions. The teaching staff has a vested interest in not only this project but others as well.

2.4 Viant Inc. Potential Customers

Viant inc. potential customers will benefit from this tool because they will be able to see first-hand the different types of data that Viant has to offer. Top management/salespeople pitching to new customers will be able to pull up our product and quickly and efficiently pull up the data that the potential customer desires to view.

3. Competitive Market Analysis

3.1 Similar Products and/or Services

Splunk

Splunk offers a user-friendly platform in which information can be readily analyzed. It allows users search through the data and provide their own metrics. Its visualizations assist users in seeing patterns and trends. Splunk is also accessible via mobile devices. This allows users to interact with each other and share their findings. This feature is also useful for their alert system based on what users wish to be alerted on (e.g. trends).

Tableau

Users can take their data and create visualizations with it. Their interface is interactive, allowing users to drag and drop different elements of their data to include in their visualization. Tableau gives users an opportunity to connect with different charts and to open more perspectives on the data. It also has a feature where users can share their data visualization without needing to code.

TIBCO Spotfire

Spotfire allows users to access and combine all data into a single analysis and has a spectrum of analytics capabilities. It also allows comparisons of user data in different visualizations and offers recommendations on how the data should be organized. It also has mapping capabilities to plot data points onto maps for intuitive viewing and sharing capabilities for collaboration.

Zoho Reports

Zoho Reports, similarly to Tableau, also has a drag and drop interface which allows users to create their visualizations. It also has a spreadsheet-like interface for those who are used to using spreadsheets. In addition, multiple visualizations can be used to create a dashboard.

3.2 Competitor Analysis

Competing Data Visualization Service	Splunk	Tableau	TIBCO Spotfire	Zoho Reports
Platform	Local	SaaS/Cloud	SaaS/Cloud	SaaS
Client-side Embedded Visualizations	Yes	Yes	Yes	Yes
Custom Data Source/Type	Yes	No	Yes	Yes
Real Time	Yes	No	Yes	Yes
Dashboard Service	Yes	Yes	Yes	Yes
Cost	500MB Free 1GB/Day \$4,500 100GB/Day \$150,000	\$1999/user \$200/month for maintenance for Desktop Professional Edition	\$200/month \$2000/year for Cloud	\$90/month \$1080/year (\$8/user/month)

4. Cost and Benefit Analysis

4.1 Cost

- Salaries (*Note: For learning purposes, we are to assume time is worth \$30/hour loaded salary*)
 - For our salaries, each person on the team will be paid \$30 per hour loaded salary. Since this is a 4 unit course, each person will dedicate approximately 12 hours to this project per week. Altogether, the hours worked each week will total 60 hours for 5 people. Therefore, the total salary cost for five people is \$1800 per week. This amount will be effective week 4 and on because fewer hours were worked in weeks 1 through 3 since the project was still in its preliminary phase prior to sponsor meetings. Weeks 1 through 3 salary is \$450 (total of 15 hours), \$600 (total of 20 hours), \$900 (total of 30 hours) respectively.
- Hardware
 - We assume there are no necessary purchases of hardware needed to complete this project.
- Software
 - We will be using Google BigQuery for the generated consumer data.
 - For our wireframes, we will use Balsamiq. Balsamiq will require no additional costs assuming that we can acquire the free subscription from UCI. If not, we will use different free online mockup software such as Gliffy.
 - We will be coding our project in a free licensed IDE such as Eclipse.
 - Our code will be stored in GitHub via their free storage plan for Organizations.
- Testing
 - There will be user testing with the UI and QA testing of the prototype as well as testing for the back end of the product.
- Reserves
 - Our reserves are 20% of our total estimates.

4.2 Benefits

- Tangible benefits
 - Minimize time spent on each task
 - Reduce costs
- Intangible benefits
 - Increase productivity for Viant staff (e.g. marketing, team leaders, etc.)
 - Employee and customer satisfaction