

FPD Drinking Metrics

Project Kick-Off

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MSDS 475: Project Management
Project Kick-Off
August 4th, 2024

Agenda

9:00 am Welcome & Introductions

- Prepare to Introduce Yourself (Name, Role, Fun Fact)

9:15 Project Overview & Scope

- Discuss Business Problem
- Discuss Project Scope
- Key Deliverables and Expected Outcomes

9:30 Project Plan

- Timeline and Key Milestones
- Dashboard Requirements
- AI Tools/Training

9:45 Budget and Resources

- Budget Allocation
- Financial Reporting/Monitoring
- Resource Allocation

9:55 Roles and Responsibilities

- Team Structure Overview
- Role of Executive Oversight Committee
- Project Team Responsibilities

10:10 Project Governance

- Communication Protocols and Meeting Schedules
- Reporting Lines

10:20 Action Items/What's Next

- Schedule Upcoming Meetings/Milestones
- Review of Immediate Tasks

10:30 Questions and Answers (Q&A)

- Open for Questions
- Final Remarks

Audience/Attendees

- Executive Oversight Committee (EOC)
 - Barbara Coffee (CEO)
 - Paul Reporting (CFO/Project Sponsor)
 - Frank Modruson (CIO)
 - Angela Daniels (VP of Logistics)
 - Vivica Frederickson (Investor)
- Project Management Office (PMO)
 - Jamia Russell (Project Manager/Presentation Moderator)
- Marketing Team
 - Steve James (VP - Marketing)
- Finance Team
- IT Team
 - Jamie Wolf (IT Manager)
- Analyst Team
- ERP Team
- Master Data Team

Project Overview

- Management seeks assistance to improve business performance due to issues like:
 - User dissatisfaction with shipment times
 - Order fulfillment inconsistencies
 - Risk of losing major retail clients like Target, Costco, and Walmart, which could substantially decrease FPD's \$350 million annual revenue
- With a \$250,000 project budget, the goal is to implement effective strategies and AI-powered tools to create a metrics dashboard to increase customer satisfaction, standardize operations, and optimize company performance through:
 - Product line sales analysis
 - Package performance analysis
 - Customer/Client segmentation analysis
 - Order delivery performance tracking
 - Distribution center performance assessment

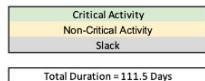
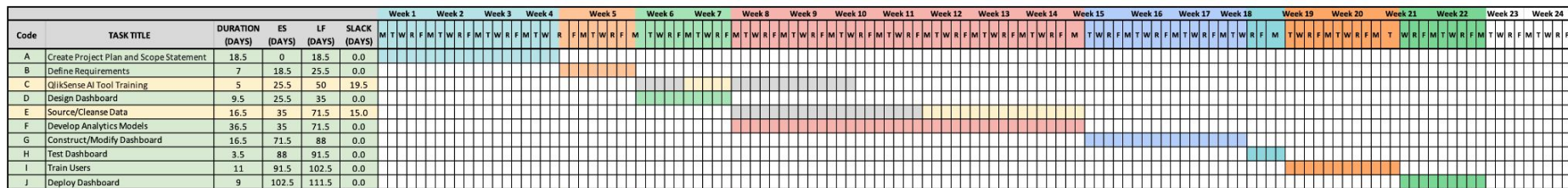
Project Objective

The primary objective of the FPD Drinking Metrics (FPD DM) project is to develop and deploy a comprehensive information/metrics dashboard within an allotted six-month timeline and a \$250,000 budget.

Project Plan

Activity/Phase	Deliverables
1.1 Define Requirements	High-Level Technical Requirements (Including Functional and Non-Functional), Define Analytics Calculations, Data Modeling, and AI Modeling Requirements
1.2 Design Dashboard	Determine Dashboard Elements (Including Dashboard Design Layout, KPIs, Forecasts, etc.)
1.3 Source/Cleanse Data	Obtain Relevant Data, Validate Data, Clean Data
1.4 Develop Analytics Model	Create Analytics Models (Analytics Calculations, Data Modeling, and AI Modeling Creation), Validate Models
1.5 Construct/Modify Dashboard	Design and Construct Dashboard Presentation Layout, Associate Data, Build Dashboard, and Configure Security
1.6 Testing	Establish UAT Performance Parameters, Validate Dashboard Performance
1.7 User Training	Create Training Documentation, Conduct Training Sessions
1.8 Deploy Dashboard	Deploy to UAT, Deploy to Production
1.9 Project Management	Create Project Plan and Scope Statement, Conduct Daily Scrum Meetings and Weekly Team Meetings, Create Project Status, Milestones & Deliverables Reports

Gantt Chart



Project Governance Structure

EOC RESPONSIBILITIES

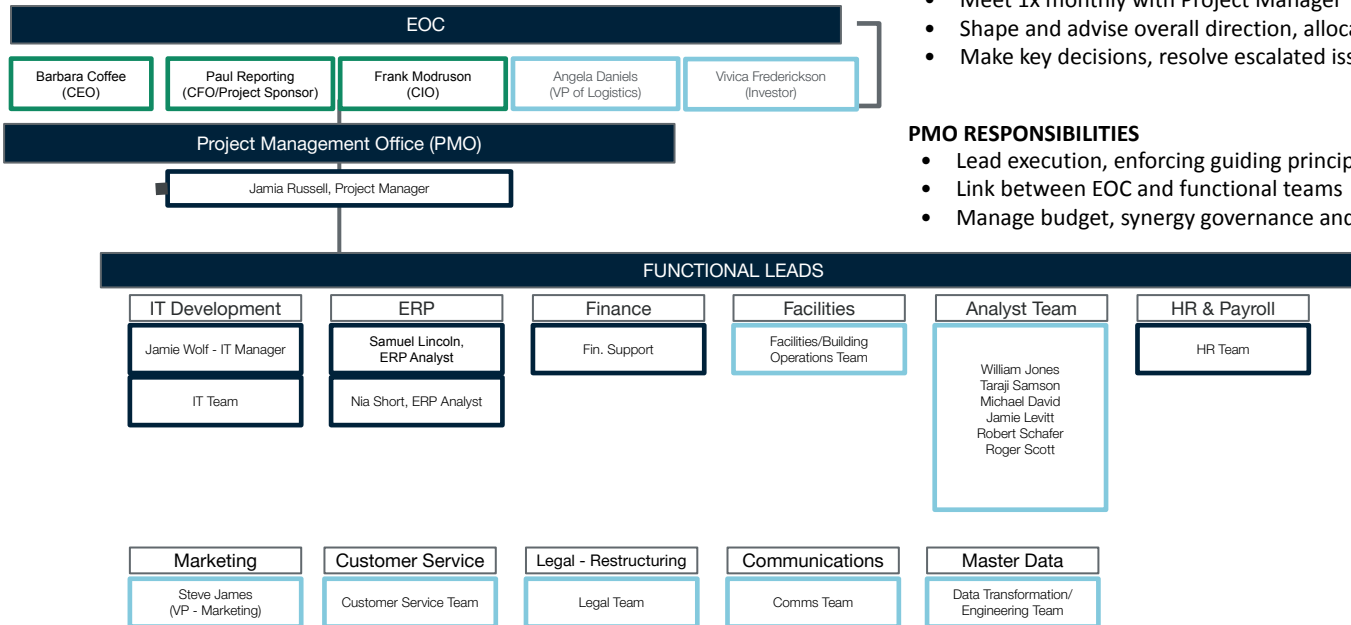
- Meet 1x monthly with Project Manager
- Shape and advise overall direction, allocate resources
- Make key decisions, resolve escalated issues, and risk management

PMO RESPONSIBILITIES

- Lead execution, enforcing guiding principles
- Link between EOC and functional teams
- Manage budget, synergy governance and provide reporting to EOC

FUNCTIONAL TEAM RESPONSIBILITIES

- Meet weekly with Project Manager
- Identify activities that need to occur and the timeline for each
- Perform/delegate day-to-day planning & roadmap tasks
- Proactively escalate issues/risks to Project Manager
- Provide business/technical expertise



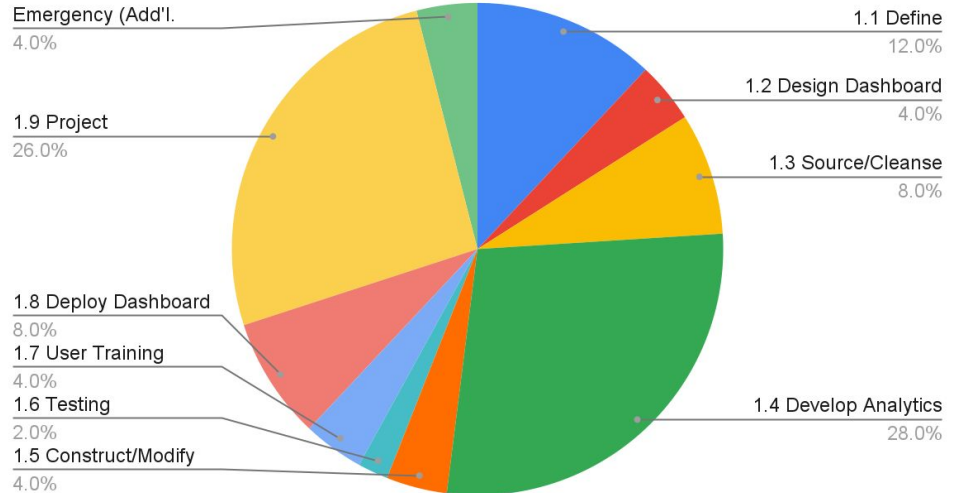
Project Communications Plan

<i>What Information</i>	<i>Target Audience</i>	<i>When?</i>	<i>Method of Communication</i>	<i>Provider</i>
Weekly Team Meeting	Project Team Members	Weekly	E-mail; In-Person Meetings	Project Manager
Team Status Reports	Project Manager	Weekly	E-mail	Project Team Members
Project Status Reports & Agendas	Executive Oversight Committee (EOC) Project Team Members	Weekly	E-mail (Hard Copy As Requested)	Project Manager
Monthly Review Meeting	Executive Oversight Committee (EOC) Project Team Members	Monthly	E-mail; In-Person Meetings	Project Manager
Milestones & Deliverables Reports	Executive Oversight Committee (EOC)	Monthly	E-mail (Hard Copy As Requested)	Project Manager
Emergency Escalations	Project Manager	As Needed	Meeting (Zoom); E-mail; Slack	Project Team Members
Change Requests	Executive Oversight Committee (EOC)	As Needed	E-mail (Hard Copy As Requested)	Project Manager

Budget and Financials

	Budget
1.1 Define Requirements	\$30,000.00
1.2 Design Dashboard	\$10,000.00
1.3 Source/Cleanse Data	\$20,000.00
1.4 Develop Analytics Model	\$70,000.00
1.5 Construct/Modify Dashboard	\$10,000.00
1.6 Testing	\$5,000.00
1.7 User Training	\$10,000.00
1.8 Deploy Dashboard	\$20,000.00
1.9 Project Management	\$65,000.00
Emergency (Add'l. Expenses, Consulting, etc.)	\$10,000.00

Budget



Resource Allocation

Budget		Notes
HR Payroll	\$230,000.00	
Project Manager	\$48,000.00	960hrs. @ \$50/hr.
IT Manager	\$43,200.00	960hrs. @ \$45/hr.
ERP Application Analyst	\$38,200.00	960hrs. @ Roughly \$40/hr. (\$39.79/hr.)
Database Analyst	\$38,200.00	960hrs. @ Roughly \$40/hr. (\$39.79/hr.)
Supply Chain Analyst	\$33,600.00	960hrs. @ \$35/hr.
Sales Operations Analyst	\$28,800.00	960hrs. @ \$30/hr.
AI Tools Training	\$10,000.00	Fixed Price via Big Data Training Group
Emergency	\$10,000.00	Excess Emergency Funds In Case of Last Minute Unbudgeted Expenses, Need of Third-Party Consultancy, etc.
Estimated Project Total	\$250,000.00	

Action Items/What's Next

- Schedule Upcoming Meetings/Milestones
- Review Immediate Tasks
- Finalize Project Plan
- Confirm Resource Allocation
- Establish Feedback Mechanisms

Q&A

