

PROJECT PROPOSAL FFD Beverage Company

FPD Drinking Metrics (PPD DM)

Project Sponsor: Paul Reporting

Project Manager: Jamia Russell

Project Classification
Operational

Problem Description and Business Impact
<p>Management and Stakeholders are looking for assistance in increasing business performance. They are facing many issues such as of user dissatisfaction as it relates to shipment arrival time and order fulfillment, business performance inconsistency without identification of variables and constraints that relate to production. This is causing customers to consider other beverage suppliers for service.</p> <p>FPD currently generates an annual revenue of \$350 million USD with large clients such as Target, Costco, Wal-Mart, in addition to specialty and grocery chains. Loss of even one of these major retailers would cause a substantial decrease in company revenue. The goal is to implement the most effective strategies and tools using the \$250,000 project budget.</p> <p>Addressing these issues will increase customer satisfaction reducing grievances through the deliverables requested by management and stakeholders and standardize operations and metrics/analysis to increase company performance and optimization.</p>

Solution
<p>Business:</p> <p>The management team and stakeholders are requiring the creation of a dashboard implementing the use of AI to complete product line sales analysis, package performance line analysis, product line by customer analysis, determine order delivery performance by product line and customer, and identify distribution center performance.</p> <p>Using the Big Data Training Group over the span of 1-6 weeks will allow for FPD Data Analysts and Programmers to become proficient in the AI tools to clean, analyze for metrics, and present the data. Being that this project is an attempt to increase business performance in a large scale across multiple clients it would be best to implement the use of the most up to date cloud-based AI tools for data analysis as done by Wal-Mart. During this training FDP analysts will learn the AI tools and their function from basic to most advanced, this will take 3 weeks of rigorous training learning the software itself as well as the use in streamlining production, distribution and transportation and customer feedback/needs. From there, the last two weeks can consist of different scalable applications that are often seen in normal business practice to ensure the team is proficient in use.</p> <p>After training, analysts would be expected to create teams to address issues within each sector of the organization. Production will focus on the supply and demand of the product developing cost minimization and revenue maximization functions that will benefit the frequency of production based on need. This will be applied to the self-owned domestic plant as well as the third-party plant. Distribution and Transportation teams will focus on identifying the current pain points in shipment and delivery. They will use these pain points as it relates to customer trends in product requests to</p>

determine the most effective means of solving the issue whether it be swapping of vendors or new routes.

Customer feedback/needs will determine the most prominent complaints from customers. They will identify any potential trends in location, product type, time of year order etc.

Combining each individual process and including consistent goals and time frames will increase company productivity and customer satisfaction which will maintain and have the possibility to increase revenue in the future.

#### Technical:

The technical application of this process would include designating a cloud-based AI program to use in analyzing data and producing metrics that will improve business performance. Google AI and Azure AI tools provide scalability, flexibility, proficient integration and compatibility with many data sources, standardized security and compliance and are cost effective. Data cleaning and preprocessing will allow for storage and scalability of sales records, production workflows and status, delivery records and so forth for analysis as described above. They can also be used to create the dashboard to visualize the results and identify the previously mentioned pain points to attack or high functioning processes than can be replicated elsewhere. The dashboard will also include a feedback loop or inquisition bar for highlighting during review and analysis.

### High Level Requirements

-Waterfall/Predictive Approach

-Discussion regarding third party involvement. Documentation is necessary that includes need and contract description for approval from architect team and FPD standards. Significant software development obtained though third party be set on a fixed fee contract.

-Use of AI tools. Cost determination for training and direct cost.

-Submit Project Status Reports, Project Change Requests, Project Issue Submission to the EOC

-Inform facilities manger of need for project workspace.

-Complete data processing as soon as possible. Data consolidation prior to upload to AI tool. Use of preliminary data for testing models.

-Dashboard created needs 24/7 access with short response time.

-Marketing and sales personnel access to data on any authorized device. Dashboard security.

-Management/Stakeholder Feedback

### Schedule

Week 1-2: Project Planning

Week 3-6: Big Data Group Training

Week 7-9: Data Collection and Preparation

Week 10-13: Focus Group Development and Identification of Issues

Week 14-16: Solution/Model Proposal

Week 17-20: Testing

Week 21: Application

### Cost Summary

Training Cost: 3 weeks x \$10,000 = \$30,000

Focus Group Members: 2 members per team

FDP Analysts: (6)43/hr x 21 weeks = ~\$220,000

\*Do believe there is a need for a team or pair approach due to scale project and profile of clients\*

Additional costs may be included related to software.

### High Level Assumptions

-Budget/Funding

-Required Results of Project

-Technology/Tools

-Resource Availability

### Project Organization

Management:

Sponsor: Paul Reporting (CFO)

Barbara Coffee (CEO)

Steve James (VP – Marketing)

Frank Modruson (VP – Chief Information Officer)

Jamie Wolf (IT Manager)

Nia Short (ERP Application Analyst)

Samuel Lincoln (ERP Application Analyst II)

William Jones (Database Analyst)

Taraji Samson (Database Analyst II)

Michael David (Supply Chain Analyst)

Jamie Levitt (Supply Chain Analyst II)

Robert Schafer (Sales Operation Analyst)

Roger Scott (Sales Operation Analyst II)

Stakeholders:

Sanaa Graham (Chief Operating Officer)

Angela Daniels (VP of Logistics)

Vivica Frederickson (Investor)