

ANALYSING TEXT DATA ACROSS THE BUSINESS USING INNOVATIVE DATA SCIENCE TECHNIQUES

PROJECT BRIEF

xx NOVEMBER 2022

1

AGENDA

1. PROJECT OVERVIEW

2. SCOPE AND TIMELINE

3. TEAM STRUCTURE

4. COMMUNICATION AND MEETING SCHEDULE

PROJECT OVERVIEW



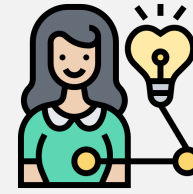
Collected data:

- Reasons for downgrading
- Communications with customer support

Data science techniques

Platform we will use:

- Python
- Excel
- Google Colab



Get **insight** from data:

- To understand how members use the product.
- To understand how member experience can be enhanced.



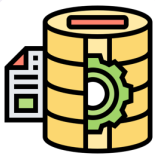
Question 1

Could you provide us with some **background information** on LOQBOX, and your **motivation** for working with us?



Question 2

What is the **problem** you are experiencing, and how can we help solve these issues?



Question 3

What **format** will your data be in? And, when will be able to **access** this?



Question 4

When we finish this project, what are the **key results** you would like to see?

2

AGENDA

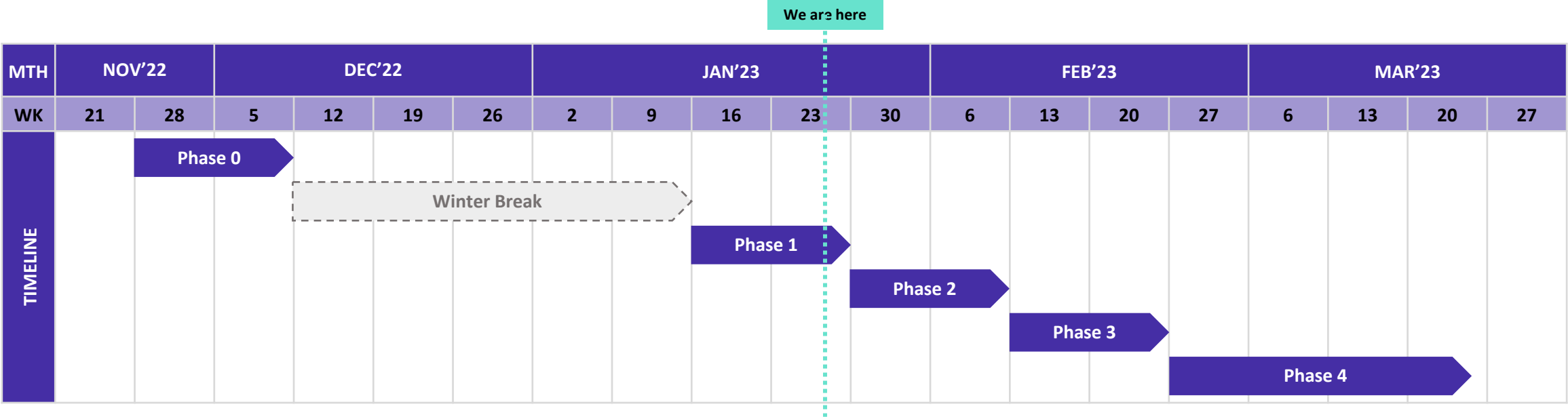
1. PROJECT OVERVIEW

2. SCOPE AND TIMELINE

3. TEAM STRUCTURE

4. COMMUNICATION AND MEETING SCHEDULE

PROPOSED PROJECT TIMELINE



Phase	Dates	Activities
Phase 0	28-Nov-22 – 12-Dec-22	Arrange initial meetings, do research, and agree on project outline. Identify project sub-team and assign roles.
Winter Break	12-Dec-22 – 16-Jan-23	Focus on assessments.
Phase 1	16-Jan-23 – 30-Jan-23	Identify content outline. Initial data analysis.
Phase 2	30-Jan-23 – 13-Feb-23	Analysis
Phase 3	13-Feb-23 – 27-Feb-23	Finalise analysis.
Phase 4	27-Feb-23 – 23-Mar-23	Plan and write report. Prepare presentation.

3

AGENDA

1. PROJECT OVERVIEW

2. SCOPE AND TIMELINE

3. TEAM STRUCTURE

4. COMMUNICATION AND MEETING SCHEDULE

4

AGENDA

1. PROJECT OVERVIEW

2. SCOPE AND TIMELINE

3. TEAM STRUCTURE

4. COMMUNICATION AND MEETING SCHEDULE

COMMUNICATION AND MEETING SCHEDULE

SCHEDULE				
MON	TUE	WED	THU	FRI
	Team Meeting		Client Meeting Supervisor Meeting	

Team Meeting

Frequency: Weekly (Tuesday – 10:30AM – 11:00AM)

Team members to provide the progress of their tasks from the past week and raise issues they have to other members.

Client Meeting

Frequency: Fortnightly (Date Time – TBC)

Team to provide the update of tasks and report project status to clients.

Supervisor Meeting

Frequency: Fortnightly (Date Time – TBC)

Team to provide the update of tasks and ask questions to supervisor.

Remark:

All email from our group will be sent by contact person – Tom Pannell (xi19799@bristol.ac.uk)

Q & A

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are silhouetted against a soft, purple and blue twilight sky. The perspective creates a sense of height and architectural grandeur. The text "THANK YOU" is superimposed in the center of the image.

THANK YOU