

Project Charter

Project Title: **VISION360 BUSINESS ANALYSIS**
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Table of Contents

1. Project Authorization	3
2. Project Overview	4
3. Project Objectives	5
4. Project Scope and Timeline	6
4.1 Scope of the Project	6
4.2 Timeline	7
5. Assumptions and Constraints	9
5.1 Assumptions	9
5.2 Constraints	10
6. Stakeholder Roles and Responsibilities	11
7. Stakeholder Analysis	14
7.1 Power-Interest Mapping	14
7.2 Stakeholder Engagement Strategies	15
8. Deliverables	17
9. Budget and Resources	18
9.1 Budget Considerations	18
9.2 Software & Tools	18
9.3 Resource Allocation	18
9.4 Estimated Effort	19
9.5 Effort Rationale	19
10. Risk Management	20
10.1 Data Quality Issues	20
10.2 Stakeholder Availability	20
10.3 Tool Limitations	20
10.4 Requirements Misalignment	20
10.5 Scope Creep	21
10.6 Data Security Risks	21
Risk Matrix	21
11. Project Success Criteria	22

11.1 Deliverables	22
11.2 Analytical Excellence	22
11.3 Stakeholder Satisfaction	22
11.4 Business Impact	23
11.5 Timeliness and Efficiency	23

1. Project Authorization

This project has been formally authorized by:

- Sarah Jamieson, Chief Operating Officer (COO) of ValueFrenzy

The approval signifies:

- **Endorsement of Project Scope and Objectives:** Confirmation that the project aligns with ValueFrenzy's strategic priorities, including driving revenue growth, improving operational efficiency, and enhancing profitability.
- **Resource Allocation:** Approval to allocate necessary resources, including tools, human resources, and time, to execute the project effectively.
- **Oversight and Governance:** Commitment to provide continued oversight, feedback, and guidance throughout the project lifecycle, ensuring alignment with business goals and timely resolution of escalated risks or issues.

This authorization empowers the project team to proceed as outlined and provides assurance of senior management support for all stages of the project.

2. Project Overview

Vision360 Business Analysis Project was initiated in response to critical business challenges identified through an initial business case, which highlighted declining gross profits and inconsistent sales performance across regions from 2021 to 2023. By applying a structured business analysis approach, the project aims to leverage sales data from ValueFrenzy's operations in the USA, Mexico, and Canada to uncover actionable insights and drive data-informed decision-making.

The project will result in:

- A deeper understanding of regional sales trends, product-tier performance, and customer behavior patterns.
- Delivery of an interactive dashboard and comprehensive report to support strategic decision-making.
- Strategic recommendations to enhance pricing strategies, optimize product portfolio performance, and increase overall revenue and profitability.
- A supplemental business case for proposed recommendations that outlines expected benefits, costs, and risks.

The outcomes will empower ValueFrenzy's leadership to make data-driven decisions and align strategic initiatives with market demands, ensuring long-term sustainable growth.

3. Project Objectives

The project is designed to address the objectives outlined in the initial business case while delivering actionable insights to enhance business outcomes. The objectives include:

- **Business Needs Analysis:** Review sales performance data to identify and validate key business challenges, such as declining profitability and regional performance gaps, ensuring alignment with the initial business case.
- **Stakeholder Collaboration:** Engage with key stakeholders, including the COO, CFO, and regional managers, to gather requirements, validate findings, and align project outcomes with ValueFrenzy's strategic goals.
- **Data Preparation and Transformation:** Transform raw sales data from multiple sources into a structured and analyzable format using Excel tools (Power Query, Power Pivot, and DAX). Ensure data integrity, consistency, and alignment with business rules to support accurate analysis.
- **Insight Generation:** Analyze sales trends, product performance, and customer purchasing behaviors across regions (USA, Mexico, and Canada) and product tiers (low, medium, high). Focus on KPIs such as revenue, gross profit, quantity sold, and Average Transaction Value (ATV) to uncover actionable insights.
- **Interactive Dashboard Creation:** Design and deliver an interactive Excel dashboard that enables stakeholders to visualize and interact with data. This dashboard will serve as a decision-support tool, offering a comprehensive view of business performance and trends.
- **Strategic Solution Recommendation:** Develop prioritized, data-driven recommendations to address key challenges, such as improving profitability, enhancing customer engagement, and streamlining operations.
- **Stakeholder Engagement and Feedback:** Collaborate with stakeholders throughout the project lifecycle to ensure findings and recommendations are aligned with organizational objectives and effectively communicated through presentations.

4. Project Scope and Timeline

4.1 Scope of the Project

In-Scope

- **Initial Business Case Validation:** Assess the challenges outlined in the initial business case, such as revenue dips and regional disparities.
- **Business Analysis:**
 - Performance Evaluation: Analyze Total Revenue, Gross Profit, Quantity Sold, Total Transactions, and ATV across the USA, Mexico, and Canada from 2021 to 2023.
 - Customer Insights: Examine customer purchasing patterns, product preferences, and regional behaviors to understand drivers of sales performance.
 - Segment Analysis: Examine product-tier contributions to revenue and profit.
 - Trend Identification: Detect year-over-year trends, uncover seasonal patterns, and highlight significant periods of decline.
- **Stakeholder Engagement:**
 - Facilitate requirements-gathering sessions with stakeholders to identify business needs and validate project objectives.
 - Incorporate feedback loops to ensure alignment between proposed solutions and organizational goals.
- **Recommendations:**
 - Suggest targeted strategies for recovering ATV and improving profitability.
 - Recommend customer engagement initiatives, including regional marketing strategies and promotional offers.
 - Identify general opportunities to optimize operational efficiency.
- **Supplemental Business Case Development:** Justify proposed recommendations based on analysis findings, detailing the benefits, costs, and risks for decision-making.

Out of Scope

- **Customer Survey Data:** The project will not include qualitative data (e.g., customer satisfaction surveys) unless specifically provided by ValueFrenzy.
- **Supply Chain Optimization:** Detailed analysis of logistics or supply chain optimization strategies is outside the project scope, although operational cost reduction is considered in a general sense.
- **Internal Operations:** Data related to internal operations, staffing, or infrastructure will not be included unless it directly impacts sales or profitability.

4.2 Timeline

The project was completed over FOUR PHASES, spanning four weeks from September 4, 2024, to October 2, 2024.

Phase 1 - Business Analysis Planning and Initial Preparation (Sep 9 – Sep 13, 2024)

- **Stakeholder Engagement:** Conducted meetings with Sarah Jamieson (COO) and other key stakeholders to establish the business problem, define objectives, and agree on the project scope. Initiated discussions around potential business benefits and risks to inform the pre-project business case.
- **KPIs and Success Metrics:** Collaborated with stakeholders to finalize key performance indicators (Total Revenue, Gross Profit, Quantity Sold, Total Transactions, ATV) and segmentation criteria by region and product tier to track project outcomes.
- **Data Collection:** Gathered historical sales data from the USA, Mexico, and Canada for 2021, 2022, and 2023 to align with the project's scope and objectives.
- **Preliminary Business Case Support:** Outlined high-level benefits (e.g., data-driven decision-making and operational optimization) and risks (e.g., data quality issues) as part of pre-project viability considerations.
- **Initial Data Review:** Conducted a cursory review of the raw data to identify major gaps, inconsistencies, or potential risks that could affect analysis.

Phase 2 - Data Preparation and Validation (Sep 16 – Sep 20, 2024)

- **Data Cleaning:** Addressed issues such as missing values, duplicates, and inconsistencies. Utilized Power Query for data transformation, ensuring alignment with the project's segmentation requirements (region, product tier).
- **Data Validation:** Engaged stakeholders, including Sarah, for iterative validation of cleaned and prepared data, ensuring accuracy and alignment with business requirements and relevant for the analysis phase.
- **Preliminary Analysis:** Conducted exploratory analysis to identify patterns and ensure data integrity before deeper analysis. Communicated early insights to stakeholders to confirm alignment with business priorities.
- **Refinement of Business Case:** Updated the pre-project business case with refined estimates of potential impacts based on data soundness and project scope clarity.

Phase 3 - In-Depth Analysis and Insights Development (Sep 23 – Sep 27, 2024)

- **Comprehensive Analysis:** Conducted detailed analysis of KPIs, segmented by region, product tier, and time. Emphasized areas linked to strategic objectives such as revenue growth and ATV recovery.
- **Trend Identification:** Identified significant trends such as revenue fluctuations, profitability gaps, and changes in ATV and linked these to potential business impacts.

- **Stakeholder Feedback and Refinement:** Shared draft insights with Sarah and stakeholders to ensure findings aligned with ValueFrenzy's business priorities. Incorporated feedback to refine the analysis and focus on actionable outcomes.

Phase 4 - Deliverables and Stakeholder Presentation (Sep 30 – Oct 4, 2024)

- **Final Deliverables:** Developed a comprehensive report detailing findings, insights, and strategic recommendations. Designed an interactive Excel dashboard to visually present trends and KPIs.
- **Internal Review:** Collaborated with stakeholders to review the draft report and dashboard. Addressed feedback to ensure the deliverables were aligned with business needs.
- **Presentation and Value Linkage:** Delivered a final presentation highlighting key findings, actionable recommendations, and their alignment with ValueFrenzy's strategic goals. Included a high-level business case showcasing how recommendations could drive business benefits while mitigating risks.
- **Handover and Follow-Up:** Ensured stakeholders had access to final deliverables and remained available for follow-up discussions, emphasizing the BA role in facilitating business value realization.

5. Assumptions and Constraints

5.1 Assumptions

- **Business Continuity:** ValueFrenzy is assumed to have operated without significant interruptions (e.g., store closures, supply chain breakdowns, or regulatory changes) that would distort historical sales trends.
- **Macroeconomic Stability:** External factors such as inflation, supply chain disruptions, and changes in consumer behavior post-2021 are assumed to have influenced consumer purchasing power and product availability consistently across regions. These factors are assumed to be consistent across all regions but are not unique to ValueFrenzy. Also, these factors provide the backdrop for analyzing internal performance metrics but are not the primary focus of this project.
- **Regional Sales Consistency:** Consumer behavior and sales performance are assumed to exhibit stable patterns across the USA, Mexico, and Canada during the analysis period, barring region-specific outliers like seasonal preferences or policy changes.
- **Comparable Store Operations:** Stores within each region are assumed to follow uniform operational practices, including inventory management, promotional strategies, and pricing policies, ensuring comparability of sales data.
- **Market Position Stability:** ValueFrenzy's market share is assumed to have remained relatively stable during 2021-2023. Sales trends are interpreted as being influenced more by internal decisions (e.g., pricing, promotions, and inventory management) than by significant competitive pressures or market disruptions.
- **Product Portfolio Stability:** It is assumed that no major product introductions or discontinuations occurred during the analysis period, ensuring a consistent product mix across years. Any exceptions are either documented or not material enough to significantly impact the analysis.
- **Predictable Consumer Trends:** Customer purchasing behavior is assumed to align with Retail and Consumer Goods industry norms, where low-tier products drive volume, and medium- and high-tier products drive profitability. These patterns serve as the baseline for analyzing performance by product tier.

5.2 Constraints

- **Limited Time Frame:** The analysis is restricted to sales data from 2021 to 2023. Insights and recommendations are focused exclusively on this period, with no evaluation of historical trends before 2021 or projections beyond 2023.
- **Data Granularity:** The dataset may lack detailed information on factors like specific promotions, marketing campaigns, or granular product performance metrics, which limits the ability to analyze their direct impact on sales and profitability.
- **Regional Variability:** Differences in consumer behavior, economic conditions, and regulatory environments across the USA, Mexico, and Canada create challenges in applying uniform metrics (KPIs) or recommendations across regions.
- **Tool Limitations:** The project leverages Microsoft Excel for data cleaning, transformation, and analysis. While this ensures accessibility, more advanced tools (e.g., SQL, Python, or Power BI) may have been better suited for handling larger datasets or conducting complex analyses.
- **Operational and Supply Chain Data Exclusion:** The project scope is limited to sales data and does not include operational data such as supply chain logistics, staffing levels, or inventory turnover, which could provide additional context for the analysis.
- **Limited External Context:** The project does not include external data such as competitor performance, broader market trends, or inflation metrics. Insights are based solely on internal sales data provided by ValueFrenzy.
- **Stakeholder Availability:** Timely feedback and validation from stakeholders, including Sarah Jamieson (COO) and regional managers, are critical to the project timeline. Any delays in stakeholder input could impact project milestones.
- **Unpredictable Events:** The analysis assumes that any major disruptions (e.g., natural disasters, political changes, or pandemics) that occurred during 2021-2023 are either reflected in the sales data or explicitly documented. Undocumented events may not be accounted for in the analysis.
- **No Access to External Consumer Insights:** Data related to external consumer behavior (e.g., loyalty programs, foot traffic patterns, competitor benchmarking) is not included unless explicitly provided by ValueFrenzy, limiting the scope of consumer trend analysis.

By addressing these assumptions and constraints, the project will focus on providing actionable insights from the internal sales data of ValueFrenzy. These insights are intended to help the company address its revenue and profitability challenges across regions.

6. Stakeholder Roles and Responsibilities

Sarah Jamieson – Chief Operating Officer (COO)

Role: Project Sponsor

As the COO, Sarah serves as the primary project sponsor and ultimate decision-maker. She ensures the project aligns with ValueFrenzy's strategic objectives, particularly in improving operational efficiency and profitability across regions. Sarah provides final approvals for key deliverables, including the insights report, and acts as an escalation point for risks or issues encountered during the project.

David Lee – Chief Financial Officer (CFO)

Role: Financial Oversight

David oversees the financial aspects of the project, focusing on cost analysis and profitability insights. He collaborates on evaluating financial performance across product tiers and regions, providing feedback to ensure recommendations align with ValueFrenzy's broader financial goals. David's role is critical in assessing the feasibility and impact of proposed strategies from a financial perspective.

Amanda Cole – Head of Sales and Marketing

Role: Sales and Marketing Input

Amanda provides insights into sales trends and customer behavior, helping interpret the relationship between sales performance and marketing strategies. She ensures the recommendations are actionable within the context of pricing, promotions, and customer engagement. Amanda will also evaluate how the findings impact future sales optimization strategies.

Michael Rogers – Regional Manager, USA

Role: Regional Performance Evaluation (USA)

Michael provides region-specific insights for the USA, ValueFrenzy's largest market. He will support the project by sharing region-specific data and helping to interpret the analysis in terms of operational challenges and market-specific trends. Michael will also be involved in reviewing regional performance recommendations to ensure they are feasible and effective. His feedback is essential to ensure the practicality and effectiveness of regional strategies.

Isabella Martinez – Regional Manager, Mexico

Role: Regional Performance Evaluation (Mexico)

Isabella will focus on the analysis and performance evaluation of the Mexico region, which contributes significantly to ValueFrenzy's revenue. Her role involves interpreting

how market trends in Mexico, particularly the lower-tier product sales, impact the overall business. Isabella will help the project team by reviewing the insights and contributing to discussions about regional sales strategies and customer preferences and ensures the regional recommendations are relevant and actionable.

Ethan Carter – Regional Manager, Canada

Role: Regional Performance Evaluation (Canada)

Ethan oversees ValueFrenzy's operations in Canada and will contribute to evaluating the sales and profitability trends in this smaller but valuable market. His input is vital for understanding the regional nuances that might influence the average transaction value (ATV) and overall profitability in Canada.

Karen Blake – Head of Product Development and Strategy

Role: Product Strategy and Innovation

Karen plays a critical role in shaping the product mix and developing strategies to maximize product profitability. She will review the insights related to product-tier performance. Karen's feedback will help guide the team on how product development can be aligned with the insights to support better decision-making, improve inventory management, and refine product pricing strategies.

Nitin Kunigal – Consultant (Business Analyst)

Role: Business Analyst and Liaison

As the Business Analyst, Nitin plays a pivotal role in transforming raw data into actionable business insights. His responsibilities span the entire project lifecycle, from initial requirements gathering to the final recommendations. He works closely with stakeholders to define key performance indicators (KPIs) and establish business objectives, ensuring that the data analysis aligns with ValueFrenzy's strategic goals.

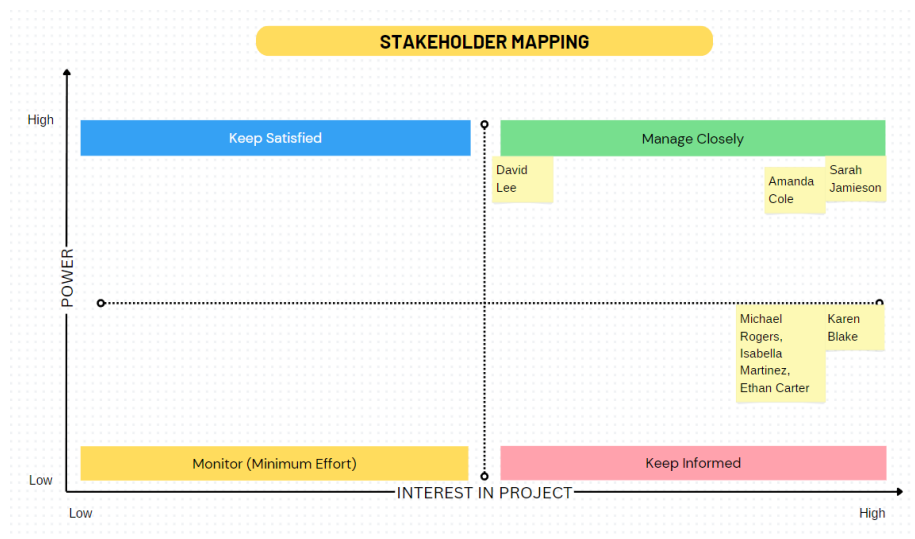
Nitin's responsibilities include:

- Requirements Gathering: Engaging with stakeholders to understand business needs, challenges, and priorities, ensuring that the analysis addresses the most pressing business questions.
- Business Case Development:
 - Collaborating with stakeholders to define the problem statement, identifying gaps in sales performance, profitability, and operational efficiency that the project aims to address.
 - Establishing project objectives in measurable terms, such as improving gross profit margins, optimizing regional strategies, or increasing customer retention through data-backed insights.

- Outlining the expected outcomes and benefits of the analysis, including enhanced data-driven decision-making, operational efficiencies, and revenue growth opportunities.
 - Preparing the business justification for the project to secure stakeholder buy-in and ensure alignment with organizational priorities.
- KPI Definition: Collaborating with stakeholders to define the most relevant KPIs for each region and product tier, ensuring that the analysis focuses on the metrics that drive business performance.
- Data Analysis and Insights: Leading the analysis of the sales and profitability data to identify trends, uncover challenges, and highlight opportunities for operational improvement and regional performance optimization.
- Stakeholder Engagement: Facilitating communication between stakeholders to ensure that their feedback is integrated into the analysis, helping refine strategies and ensuring that recommendations are actionable and aligned with business needs.
- Reporting and Recommendations: Synthesizing the insights into a comprehensive business case report, delivering actionable recommendations that support ValueFrenzy's strategic goals. Nitin also develops and presents a data-driven dashboard to visualize the findings and drive decision-making.

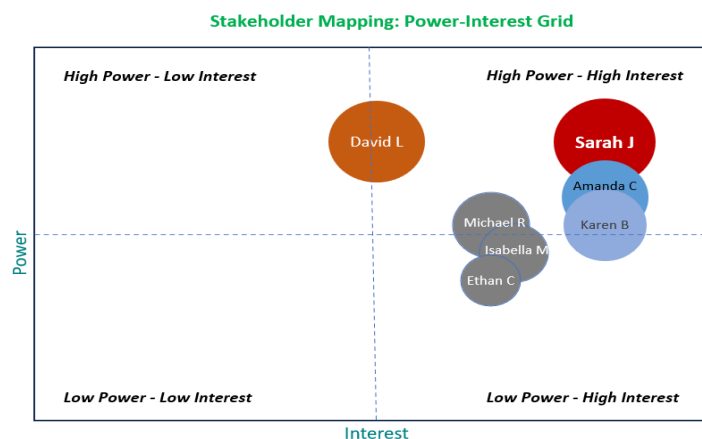
7. Stakeholder Analysis

7.1 Power-Interest Mapping



We'll divide stakeholders into four quadrants based on their Power and Interest in the Project:

- **High Power, High Interest (Manage Closely):** These stakeholders are critical and have the ability to influence the project significantly. They should be actively managed and engaged regularly.
- **High Power, Low Interest (Keep Satisfied):** These stakeholders are influential but have little direct impact on the day-to-day operations or project outcomes. They should be kept informed but not overwhelmed with details.
- **Low Power, High Interest (Keep Informed):** These stakeholders may not have decision-making power but are very interested in the project. You'll need to keep them informed and updated on progress.
- **Low Power, Low Interest (Monitor):** These stakeholders have little power or interest in the project. They don't need much attention, but you should still monitor their status and be aware of any changes in their engagement.



7.2 Stakeholder Engagement Strategies

Sarah Jamieson (COO) - Manage Closely

- Conduct regular briefing sessions to ensure alignment with organizational objectives and to validate the evolving business case.
- Seek her approval on critical project milestones and recommendations, particularly those influencing company-wide strategy and operational efficiency.
- Proactively address any escalated risks or issues impacting the project's scope or timeline.

David Lee (CFO) - Keep Satisfied

- Share financial insights and projections, focusing on key metrics such as revenue, profitability, and ROI of proposed recommendations.
- Minimize involvement in routine updates but engage actively during financial reviews and cost-benefit discussions.
- Ensure financial feasibility is integrated into the final recommendations to align with the company's fiscal objectives.

Amanda Cole (Head of Sales and Marketing) - Manage Closely

- Actively involves in discussions regarding sales trends, customer behavior, and marketing strategies.
- Collaborate during the requirements-gathering phase to ensure sales and marketing perspectives are incorporated into the analysis.
- Validate insights related to sales optimization and promotional strategies, ensuring alignment with market trends and customer engagement goals.

Michael Rogers (Regional Manager, USA) - Keep Informed

- Provide regular updates on USA-specific performance analysis and gather insights into regional operational challenges.
- Engage in discussions around region-specific recommendations, particularly those impacting the USA's revenue and ATV.

Isabella Martinez (Regional Manager, Mexico) - Keep Informed

- Share findings and gather feedback on Mexico's sales performance, focusing on consumer behavior and regional dynamics.
- Include her perspective in the development of actionable strategies for addressing Mexico-specific challenges and opportunities.

Ethan Carter (Regional Manager, Canada) - Keep Informed

- Provide updates on Canadian performance trends and ATV analysis, ensuring his input is considered in recommendations for improving profitability in this market.

- Highlight any unique operational or market challenges influencing Canadian sales performance.

Karen Blake (Head of Product Development and Strategy) - Keep Satisfied

- Share updates on product-tier performance and collaborate on aligning product strategies with analysis findings.
- Involve in discussions around product innovation and development to address underperforming tiers and optimize inventory strategies.
- Ensure product-related recommendations align with broader business goals and future product roadmaps.

8. Deliverables

1. Business Case:

- Outlines the rationale for initiating the data analysis project, including anticipated outcomes and alignment with ValueFrenzy's strategic goals.

2. Cleaned and Transformed Sales Data:

- A well-organized dataset ready for analysis, ensuring accuracy and consistency for deriving insights.
- Includes documentation on data cleaning steps and assumptions for transparency.

3. Excel Dashboard:

- An interactive and user-friendly Excel dashboard that provides visual insights into key KPIs such as revenue, gross profit, quantity sold, and average transaction value (ATV).
- Tailored to address stakeholder-specific requirements, offering filters for regional and product-tier analysis.

4. Final Project Report:

- A comprehensive report summarizing data-driven insights, business challenges, and strategic recommendations.
- Includes actionable solutions supported by detailed analysis, addressing both short-term fixes and long-term opportunities.

5. Stakeholder Presentation:

- A visually compelling presentation summarizing findings, strategic recommendations, and their business impact.
- Customized for senior management, focusing on high-level insights and actionable steps to address challenges.

9. Budget and Resources

9.1 Budget Considerations

9.1.1 Human Resource Costs

- Allocation of 80-90 hours for the Business Analyst and ad hoc contributions from internal teams.
- Stakeholder engagement sessions to be conducted during regular working hours, minimizing additional costs.

9.1.2 Software & Equipment Costs

- No incremental costs for tools, as existing licenses and infrastructure suffice.

9.1.3 Miscellaneous

- Printing costs for final reports and presentation materials (if required).

9.2 Software & Tools

9.2.1 Primary Tools

- Microsoft Excel (including Power Query, Power Pivot, and DAX) will be the primary tool for analysis, with existing internal systems supporting data extraction and storage.

9.2.2 Additional Tools

- No new software purchases or subscriptions are required, as all tools are readily available within the organization.

9.3 Resource Allocation

9.3.1 Human Resources

- Business Analyst (Nitin Kunigal): Lead for requirements gathering, business case development, analysis, and stakeholder engagement.
- Internal Stakeholders: Key contributors providing region-specific insights and feedback.
- IT Support Team: Assists with data preparation and ensures data accessibility.

9.3.2 Physical and Digital Resources

- Internal systems for data storage and transfer.
- Existing Microsoft Office Suite licenses.

9.3.3 Documentation

- BRD, stakeholder engagement logs, and implementation plans will be created using existing office software tools (e.g., Microsoft Word, Excel, PowerPoint).

9.4 Estimated Effort

80-90 hours across all project phases, covering requirements elicitation, analysis, stakeholder engagement, and deliverables.

9.4.1 Requirements Gathering & Business Case Development: 10-15 hours

- Includes eliciting requirements from stakeholders, documenting project goals, and developing business cases.

9.4.2 Data Cleaning, Analysis, and KPI Development: 35-40 hours

- Covers transforming raw data, deriving KPIs, and conducting initial analysis to align with business needs.

9.4.3 Stakeholder Engagement & Reporting: 20-25 hours

- Regular updates, workshops, and iterative feedback sessions to ensure alignment.

9.4.4 Dashboard Creation & Finalization: 15-20 hours

- Focused on creating a user-friendly and interactive Excel dashboard.

9.5 Effort Rationale

9.5.1 Flexibility in Effort Range

- Variations may arise based on data complexity, stakeholder feedback frequency, and dashboard revision cycles.

9.5.2 Key Time-Consuming Activities

- Requirements Gathering: Initial scoping and alignment with business objectives.
- Data Transformation: Detailed cleaning and validation in Excel.
- Stakeholder Engagement: Ensuring regular updates and incorporating feedback.
- Dashboard Refinements: Iterations to meet stakeholder expectations.

10. Risk Management

10.1 Data Quality Issues

Potential gaps, inconsistencies, or missing data could compromise the accuracy of analysis and recommendations.

10.1.1 Mitigation

- Apply robust data cleaning techniques using Power Query.
- Document data cleaning assumptions for transparency.
- Collaborate with the IT team to verify data completeness and integrity.

10.2 Stakeholder Availability

Limited availability of key stakeholders could delay requirements gathering, feedback, and approval processes.

10.2.1 Mitigation

- Schedule regular meetings in advance and share agendas beforehand.
- Use asynchronous communication (emails, shared documents) to gather inputs when stakeholders are unavailable.
- Escalate delays to senior management when necessary to resolve conflicts.

10.3 Tool Limitations

Excel's performance with large datasets could lead to slow processing, errors, or reduced efficiency.

10.3.1 Mitigation

- Break the analysis into smaller, manageable data chunks.
- Optimize DAX measures instead of Calculated Columns in Excel.
- Consider scaling down analysis complexity or collaborating with IT for alternative solutions if needed.

10.4 Requirements Misalignment

Misunderstanding business requirements could lead to deliverables that do not meet stakeholder expectations.

10.4.1 Mitigation

- Conduct detailed requirements workshops and confirm expectations through regular stakeholder updates.
- Use a Business Requirements Document (BRD) to clearly outline goals and expectations.
- Involve stakeholders in reviewing intermediate deliverables.

10.5 Scope Creep

Uncontrolled changes to project scope could lead to increased workload and missed deadlines.

10.5.1 Mitigation

- Clearly define the project scope in the Project Charter and BRD.
- Use a formal change request process to evaluate and approve changes.
- Regularly review scope with stakeholders to avoid deviations.

10.6 Data Security Risks

Potential risks of data breaches or unauthorized access to sensitive information.

10.6.1 Mitigation

- Adhere to company data security policies.
- Store data in secure, access-controlled environments.
- Use anonymized data for analysis where possible.

Risk Matrix

Creating a simple risk matrix can visually depict the severity and likelihood of each risk, helping prioritize mitigations. Here's an example:

Risk	Likelihood	Impact	Risk Level	Mitigation Priority
Data Quality Issues	High	High	Critical	High
Stakeholder Availability	Medium	Medium	Moderate	Medium
Tool Limitations	Low	Low	Low	Low
Requirements Misalignment	Medium	High	High	High
Scope Creep	Medium	Medium	Moderate	Medium
Data Security Risks	Low	High	Moderate	Medium

- Risk Level Calculation: Combine the likelihood (low, medium, high) and impact to determine the overall risk level.
- Mitigation Priority: Assign higher priority to risks with higher levels.

11. Project Success Criteria

11.1 Deliverables

11.1.1 Interactive Dashboard

- Delivery of a user-friendly, interactive Excel dashboard that provides stakeholders with an intuitive way to explore data, understand key trends, and make data-driven decisions.

11.1.2 Comprehensive Business Analysis Documentation

- Completion of critical business analysis documents such as the Business Requirements Document (BRD), business cases, risk management plan, and recommendations implementation plan, ensuring a structured and well-documented approach to analysis and decision-making.

11.1.3 Transparency and Accountability

- All data cleaning steps, assumptions, and calculations are documented and available to stakeholders, ensuring transparency and trust in the findings.

11.2 Analytical Excellence

11.2.1 Insightful Analysis

- The project successfully identifies key sales trends, uncovers root causes of performance issues, and provides actionable recommendations supported by robust data analysis.

11.2.2 Alignment with KPIs

- All recommendations and insights are aligned with pre-defined Key Performance Indicators (KPIs), ensuring relevance to ValueFrenzy's strategic goals.

11.3 Stakeholder Satisfaction

11.3.1 Stakeholder Approval

- Positive feedback from stakeholders (e.g., Sarah Jamieson, COO; David Lee, CFO) on the deliverables, including the accuracy of data analysis, the quality of insights, and the usability of dashboards and documents.

11.3.2 Stakeholder Engagement Success

- Effective communication and timely updates throughout the project, ensuring that stakeholders are informed and actively engaged at each stage of the project.

11.4 Business Impact

11.4.1 Actionable Recommendations

- Recommendations from the analysis are practical, clearly defined, and aligned with ValueFrenzy's objectives of increasing revenue, improving profitability, and optimizing regional and product-level performance.

11.4.2 Implementation Readiness

- Delivery of an actionable Recommendations Implementation Plan that allows ValueFrenzy to execute improvements efficiently and effectively.

11.4.3 Return on Investment (ROI)

- Demonstrated potential for significant ROI through cost-saving measures, optimized sales strategies, or enhanced customer targeting, as outlined in the business case.

11.5 Timeliness and Efficiency

11.5.1 On-Time Delivery

- All project deliverables, including analysis, documentation, and dashboards, are delivered within the agreed timeline.

11.5.2 Efficient Resource Utilization

- Completion of the project within the estimated budget and resource allocation while meeting all quality standards.