Data Visualization (Team-33) Team Charter

Project: Excelerate Client Data Visualization Project

Team Size: 7 Members

Duration: 4 Weeks

Client: Global Shala

Date Created: July 10, 2025

1. Team Purpose

The main purpose of this team is to support GlobalShala's Marketing and Finance teams by analyzing Facebook ad campaign data for the Superhero U event. As data analysts, our role is to evaluate the performance of various ad campaigns, identify the ones that are not cost-effective, and recommend which campaign(s) should be discontinued to reduce expenses. Through professional data visualizations and clear insights.

2. Objectives

- Assists the Marketing/Finance team make smarter, data-driven decisions that improve budget efficiency.
- Analyze marketing data to understand ad performance across various campaigns.
- Evaluate KPIs such as CTR, CPC, Amount Spent, and Unique Link Clicks.
- Identify at least one underperforming campaign to recommend for discontinuation to help cut costs.
- Create professional data visualizations (bar charts, pie charts, scatter plots, heatmaps) to support findings.
- Present insights to the Finance team with a clear, data-driven recommendation.

3. Team Roles & Responsibilities

Role	Member	Responsibilities
Team Lead	Joel Abeku joelchris.jc@gmail.com	Represents team to sponsor, via email and on calls, to minimize communication errors.

Project Manager	Maryam Zaman maryam30zaman@gmail.com	provides guidance and draws out insight from other team members, ensures that the project execution remains on track.
Project Lead	Syed M Qasim Zaidi smqzaidi725@gmailcom	responsible for holding the group accountable for meeting deadlines and ensuring that the project deliverables are being met.
Project Scribe	Noor Ul Ain Zahid noorulainzahidofficial@gmail.com	Responsible for taking meeting minutes and distributing notes/assignments. Can assist Team Lead in drafting emails and communication between sponsor and group.
Data Engineer/Visualizer	– Syed M Qasim Zaidi – Maryam Zaman – Noor Ul Ain Zahid – Tobi Adegbola tobiadegbola98@gmail.com	Set up tools and support data flow; clean and preprocess data (feature engineering); conduct analysis and create visualizations (e.g. pie charts, bar graphs, heatmaps)
Content Strategist/Storyteller	Gloria Ackah gloriaackah96@gmail.com	Build narrative and write supporting content
Quality Assurance Lead	Husna Abbas husnaabbas328@gmail.com	Review deliverables for accuracy, consistency

4. Communication Plan

- Weekly Meetings: Monday, Wednesday, Friday at 13:00 GMT, via Teams.
- Daily Updates: Quick check-ins via Teams Group.
- Progress Tracker: Teams Chats Group.
- Client Updates: During Team Circle Meeting or via Emails.

5. Decision-Making Process

Team decisions made by majority vote.
Urgent/time-sensitive decisions made by Team Lead, Project Manager and Project Lead with team consultation.
All final deliverables must be reviewed and approved by the QA Lead.

6. Conflict Resolution Strategy

We will handle conflicts promptly through honest and respectful dialogue.
If the problem persists, we will involve the Team Lead and Project Manager for assistance.
Strive to settle all matters within 24 to 48 hours.

7. Deliverables

- Cleaned data set
- Data visualizations/dashboard
- Final narrative report
- Presentation deck
- Client handover package

8. Ground Rules

- Be punctual and respect meeting times
- Meet all deadlines or notify in advance if delays occur
- Communicate openly and constructively
- Support team members and share knowledge
- Maintain professionalism with clients

9. Team Pledge & Sign-Off

Name	Role	Confirmation
Joel Abeku	Team Lead	✅ I agree and affirm my contribution
Maryam Zaman	Project Manager	✅ I agree and affirm my contribution
Syed M Qasim Zaidi	Project Lead	✅ I agree and affirm my contribution
Noor Ul Ain Zahid	Project Scribe	✅ I agree and affirm my contribution
Tobi Adegbola	Data Engineer/Visualizer	✅ I agree and affirm my contribution
Gloria Ackah	Content Strategist/Storyteller	✅ I agree and affirm my contribution
Husna Abbas	Quality Assurance Lead	✅ I agree and affirm my contribution