# \_\_EXTERNAL NOTES\_\_

*The form below is filled out by the Insights and Analytics team using information from our customers and intake form.*

**Project Scoping: Project ID ## : *Short Description***

Last Updated: **2021.05.04**

Customer Name: **Customer name and contact**

Challenge/Concept: ***Currently we do not know how our customer base compares to that of our prospective tenant, Ikea.***

Objective: ***We would like to provide a convincing argument to Ikea that our customer base is amenable to their desired population and therefore they should become a tenant.***

Definition of Success: ***This project will result to addressing the enterprise goals of \_\_.. We expect to see this larger outcome met \_on this date\_***

Proposed output: ***We will have met the needs when X has been provided… (ie when we can describe the \_\_)*. *The results of the analysis will be in a \_PowerPoint\_ and delivered to \_*Bibbit and Brad*\_ on \_specified date\_\_...***

* ***The PowerPoint will contain the following:…***

Proposed timeline:

* **Start Date:**
  + **Steps involved:**
    - **Kick off**
    - **Connect with Babbage // pull data ourselves**
    - **Analyze results**
    - **Develop presentation**
    - **Receive initial version and send to team as read-out**
* **Delivery Date:**
* **Follow up/ Lessons Learned:**
  + **What did Ikea like, not like?**

# \_\_INTERNAL NOTES\_\_

*These items are not shared with our customers as they pertain to the internal mechanisms/ process.*

Project location: *g:/xx/ID##\_Sales\_Ikea*

Data elements required:

Assumptions made:

Project Owner:

**\_\_Project Close Out\_\_**

Lessons learned:

How were the results received?