UBC MDS-O Team Charter

Team Name	Team Leader
Craver Solutions	<mark>TBD</mark>
Project Name	Duration
Understanding Success in Local Business Mobile & Web Apps	April 23, 2024 - June 25, 2024

Background	- Summarize the project. - Explain how the team fits into the project. - Identify stakeholders. The capstone project with Craver entails analyzing customer behavior and merchant success factors using BigQuery data to derive actionable insights. Our team, collaborating with Craver, will delve into specific inquiries such as loyalty program effectiveness and identifying patterns in consumer behavior. Craver, a startup focused on enhancing customer engagement for merchants, is the primary stakeholder, with a keen interest in leveraging data-driven strategies to optimize their platform. Additionally, stakeholders include merchants using Craver's services, whose experiences and success metrics form the basis of our analysis. Through this collaboration, our team aims to deliver comprehensive reports and recommendations to Craver, facilitating informed decision-making and driving mutual growth.

Purpose And Scope	- Who is doing what and for who? - What is the scope of the project? - Benefit and/or business reason for project The purpose of this project is to analyze consumer behavior and merchant success factors using BigQuery to provide actionable insights for Craver and its merchant clients. By delving into specific inquiries such as loyalty program effectiveness, customer engagement and retention, restaurant type influence, characteristics of high-revenue customers, and cart abandonment analysis, the project aims to facilitate informed decision-making and drive mutual growth for Craver and its stakeholders. Our team, in collaboration with Craver, is conducting the analysis and providing insights. The primary beneficiary is Craver, the startup focused on enhancing customer engagement for merchants, along with its merchant clients who utilize Craver's services. The project aims to provide actionable insights to Craver and its merchant clients, enabling them to optimize their platform, enhance customer engagement, improve

	retention, and drive revenue growth. By leveraging data-driven strategies, the project endeavors to foster informed decision-making, ultimately paving the way for mutual growth for Craver and its stakeholders.

Resources	● What resources are allocated to the project? ● Is there any training? ● Who are management support? For the project, resources allocated include access to Craver's BigQuery database and technical support as needed. Management support is provided by Craver's team, including domain experts who offer guidance and clarify project objectives. Additionally, the project may benefit from mentorship or oversight from faculty advisors or teaching assistants affiliated with the capstone program.

Roles And Responsibilities	● Who is on the team and what are they responsible for? ● List skillsets and areas of expertise. ● Will roles be rotated throughout the project? Our team, comprising individuals skilled in data analysis, statistical analysis, proficiency in data manipulation tools, project management, leadership, communication, problem-solving, business acumen, market research, understanding of consumer behavior, data visualization, database management, and familiarity with BigQuery and related technologies, includes Christopher Mulya, Jacob Rosen, Jade Yu, Natalie Coutinho and Pranav Kumar Mahesh. Craver has prioritized five key insights for our focus, each of which aligns with specific scope questions. Additionally, each team member will be responsible for part of the scope questions. For Insight 1, Natalie Coutinho is assigned part a, c, and e , while Jade Yu oversees parts b and d of Insight 1, as well as Insight 5. Christopher Mulya, Jacob Rosen and Pranav Kumar Mahesh will be responsible for insight 2, 3 and 4 respectively. Meeting minutes will be rotated among team members to ensure thorough documentation. While each team member has assigned responsibilities, collaboration and support among team members are encouraged to address any challenges encountered across different questions.

Team Operations	● What is the team's decision-making process? ● How do new people enter, and others leave the team? ● Detail operating rules, relationships, logistical support, etc.

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	The team's decision-making process is characterized by open communication and collaborative consensus-building. When faced with decisions, all team members contribute their insights and perspectives, allowing for thorough consideration of various viewpoints before reaching a consensus. All five group members are expected to stay in the team till the end of the project. Operating rules are established to promote professionalism, respect, and effective collaboration among team members, with logistical support provided as needed to facilitate project tasks and communication. Regular team meetings and updates help maintain transparency, foster teamwork, and ensure alignment with project goals.

Performance Assessment	• How will progress and performance be measured? • What are the project's milestones and KPI's (Key Performance Indicators) Progress performance can be effectively gauged by assessing whether the project is on schedule or the milestones are achieved. A thorough and accurate analysis of the provided data ensures the insights generated should be relevant and in-depth. Suggestions derived are expected to be actionable. Most importantly, the satisfaction of stakeholders should be guaranteed. The milestones of this project include: 1. **Data Cleaning and Preprocessing:** Conduct data cleaning, preprocessing, and transformation and identify SQL tables that are relevant to potential insights 2. **Exploratory Data Analysis (EDA):** Conduct exploratory data analysis to understand data characteristics, identify patterns, and gain initial insights. 3. **Big Data Analysis:** Extract insights and predictions from the data. 4. **Report Generation:** Create comprehensive reports or presentations to stakeholders. 5. **Project Review and Evaluation:** Review project outcomes, assess the success of the analysis, and identify drawbacks and future work.

Communication Plan	• What are the methods of communications? • How often will teams meet? • What is the frequency of filing status reports? The primary method of communication for the project is through Slack. The team will convene virtually on a weekly basis to discuss progress, address challenges, and align on next steps.

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Ground Rules	- What are the set of agreements and practices? (Treat everyone with respect) (Start and end meetings on time) **Respect:** Treat everyone involved in the project with respect, regardless of their role or perspective. **Punctuality:** Start and end meetings on time to ensure efficient use of everyone's time and to respect their schedules. **Active Participation:** Encourage active participation from all team members, valuing their contributions and perspectives. **Open Communication:** Foster an environment of open communication where ideas, concerns, and feedback are freely shared and considered. **Accountability**: Hold team members accountable for their responsibilities and commitments to ensure timely progress and successful outcomes. **Confidentiality:** Respect the confidentiality of sensitive information shared within the team and with stakeholders. **Constructive Feedback:** Provide constructive feedback in a respectful manner, focusing on improving processes and outcomes. **Continuous Improvement:** Strive for continuous improvement by learning from both successes and challenges encountered during the project.

Conflict Resolution	- What are your conflict resolution strategies? (don't let problems fester) (find solutions together) **Proactive Approach:** Address conflicts promptly and directly, ensuring that problems are not allowed to fester and escalate. **Open Communication:** Encourage open and honest communication among team members to identify the root causes of conflicts and understand each other's perspectives. **Active Listening:** Practice active listening to fully understand the concerns and viewpoints of all parties involved in the conflict. **Collaborative Problem-Solving:** Foster a collaborative environment where team members work together to find mutually acceptable solutions to conflicts. **Focus on Solutions:** Shift the focus from blame to finding solutions that address the underlying issues and promote team harmony.

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Team's Dated Signatures

Team Member	Date
Natalie Crystal Coutinho	May 4, 2024
Team Member	Date
Pranav Kumar Mahesh	May 4, 2024
Team Member	Date
Christopher Prasetya Mulya	May 4, 2024
Team Member	Date
Jade Yu	May 4, 2024
Team Member	Date
Jacob Rosen	May 6, 2024
Faculty Advisor/TA	Date
Career Advisor	Date