

# Project Charter Document

**Project Name:** Bounce rate increasing significantly leading to patient dissatisfaction  
**Industry:** Retail  
**Department:** Market Analysis  
**Product/Process:** Data Analysis

## Prepared By

Document Owner(s)	Project/Organization Role
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## Project Charter Version Control

Version	Date	Author	Change Description
1.0	14/09/2023		Document created

**Confidential**

Document1

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## 1 PROJECT CHARTER PURPOSE

This project charter serves to address the pressing business problem of a significantly increasing bounce rate leading to patient dissatisfaction. It defines the scope, objectives, and overall strategy for reducing the bounce rate and enhancing patient satisfaction. This document acts as a crucial tool for project initiation, planning, execution, control, and assessment. It establishes a clear reference point for project goals, scope, organization, estimates, work plan, and budget, specifically tailored to mitigate the identified issues causing patient dissatisfaction. Furthermore, it functions as a formal agreement between the Project Team and Sponsors, outlining the deliverables, budget, timeline, risks, resources, and standards necessary to achieve the project's success.

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## 2 PROJECT EXECUTIVE SUMMARY

- Business Problem
  - Business Objective
  - Business Constraint
  - Success Criteria:
    - Business Success Criteria
    - Economic Success Criteria
  - Data Collection: Update this section after the research is done.
  - Scope: If you are doing this for any specific department of the organization then please mention the same.
  - Assumptions: E.g., Data will be provided by customer, Cloud & GPU will be provided by customer
  - Risks: E.g., Required data might not be available; Server connectivity might be weak, etc.
  - Costs: Project cost – You can do assumptions by putting [number of hours \* number of human resources (cadre wise) \* hourly cost]
  - Timeline: High level timeline of the project. E.g., Project will be for 20 to 25 days.
  - Approach: Data Analytics Project Management Methodology
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### 3 PROJECT OVERVIEW

## 4 PROJECT SCOPE

### 4.1 Project Deliverables

Milestone	Deliverable
<ul style="list-style-type: none"> <li>Identifying Constraints and design the project architecture, explore various public forums to collect relevant data, Data Preparation.</li> </ul>	<ul style="list-style-type: none"> <li>Deliverable 1.1—Identifying Constraints and design the project architecture.</li> <li>Deliverable 1.2—Explore various public forums to collect relevant data.</li> <li>Deliverable 1.3— Data Preparation</li> </ul>
<ul style="list-style-type: none"> <li>EDA and Descriptive Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Deliverable 2.1— EDA and Descriptive Analytics</li> <li>Deliverable 2.2— Insights documentation</li> </ul>
<ul style="list-style-type: none"> <li>Show case and review, Final Presentation and documentation, Handover and KT.</li> </ul>	<ul style="list-style-type: none"> <li>Deliverable3.1 – show case and review.</li> <li>Deliverable3.2 – Final Presentation and documentation</li> <li>Deliverable3.3 – Handover and KT</li> </ul>

### 4.2 Deliverables Out of Scope

- Web Application
- Mobile App
- Cloud based deployment

### 4.3 Project Duration (start date: 15/09/2021 End date: 05/10/2021)

Project Milestone	Date Estimate	Deliverable(s) Included	Confidence Level
<ul style="list-style-type: none"> <li>Identifying Constraints and design the project architecture, explore various public forums to collect relevant data, Data Preparation.</li> </ul>	[15/09/2023] - [21/09/2023]	<ul style="list-style-type: none"> <li>Deliverable 1.1—Identifying Constraints and design the project architecture.</li> <li>Deliverable 1.2—Explore various public forums to collect relevant data.</li> <li>Deliverable 1.3— Data Preparation</li> </ul>	[High]
<ul style="list-style-type: none"> <li>EDA and Descriptive</li> </ul>	[22/09/2023]	<ul style="list-style-type: none"> <li>Deliverable 2.1— EDA and Descriptive Analytics</li> </ul>	[High]

Analytics	- [30/09/2023]	<ul style="list-style-type: none"> <li>Deliverable 2.2--- Insights documentation</li> </ul>	
<ul style="list-style-type: none"> <li>Show case and review, Final Presentation and documentation, Handover and KT.</li> </ul>	[01/10/2023] - [05/10/2023]	<ul style="list-style-type: none"> <li>Deliverable3.1 – show case and review</li> <li>Deliverable3.2 – Final Presentation and documentation</li> <li>Deliverable3.3 – Handover and KT</li> </ul>	[Medium]

## 5 PROJECT CONDITIONS

### 5.1 Project Assumptions

- Data will be extracted from public sources and then client provided data is mapped and finally one master data will be shared by Innodatatics for further analysis.
- Dashboards and insights are mandatory.

### 5.2 Project Issues – *Fill it as and how project progresses.*

#### Priority Criteria

- 1 – High-priority/critical-path issue; requires immediate follow-up and resolution.
- 2 – Medium-priority issue; requires follow-up before completion of next project milestone.
- 3 – Low-priority issue; to be resolved prior to project completion.
- 4 – Closed issue.

#	Date	Priority	Owner	Description	Status & Resolution
1		High			
2		High			

### 5.3 Project Risks – *Identify if there are any risks that you foresee.*

#	Risk Area	Likelihood	Risk Owner	Project Impact-Mitigation Plan
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1	Insufficient User Feedback	Medium	Customer Support Team	In the event of limited feedback, targeted outreach campaigns and incentives will be employed to gather valuable insights, ensuring a comprehensive understanding of user experiences.
2	Technical Challenges during Implementation	Medium	IT Department	To mitigate the impact on the project, a contingency plan will be in place, including immediate technical support, collaboration with relevant experts, and potential adjustments to the project timeline

## 6 PROJECT REFERENCES – Any previous projects you have referred. If yes, please share the details.

Project	Description
Real-Time High-Load Infrastructure Transaction Status Output Prediction Using Operational Intelligence and Big Data Technologies.	An approach to use Operational Intelligence with mathematical modeling and Machine Learning to solve industrial technology projects.

## 7 APPROVALS

Prepared by \_\_\_\_\_  
Project Manager

Approved by Sharat Chandra M \_\_\_\_\_  
Project Sponsor

\_\_\_\_\_  
Executive Sponsor

\_\_\_\_\_  
Client Sponsor