**Experiential Project Team Charter Team 7**

| **Team Members** | ROSAN S(rosandharan00@gamil.com) Raman Neupane(neupaneraman189@gmail.com) Ali Asgar Shad (aliasgarshad77@gmail.com) Shreya Singhal (sshreya0521@gmail.com)  Gorika Rawat ([gorikaarawatt@gmail.com](mailto:gorikaarawatt@gmail.com))  Hadia Abid ([hadiaabid37@gmail.com](mailto:hadiaabid37@gmail.com))  Muhammad Modu Kunjo ([modukunjo1@gmail.com](mailto:modukunjo1@gmail.com))  sushma Kumari (sushma.kum1012@gmail.com) |
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| **Team Lead** | Raman Neupane(neupaneraman189@gmail.com) |
| **Team Members Roles and Responsibilities** | *Saint Louis University*  Raman Neupane/ Sushma Kumari- Team Lead, represents the team to sponsor, via email and on calls, to minimize communication errors.  *Rosan S/* Ali Asgar Shad- Project Manager, provides guidance and draws out insight from other team members, ensures that the project execution remains on track.  *Hadia Abid/*Muhammad Modu Kunjo- Project Scribe, responsible for taking meeting minutes and distributing notes/assignments. Can assist Team Lead in drafting emails and communication between sponsor and group.  *Gorika Rawat/Shreya Singhal -* Project Lead, responsible for holding the group accountable for meeting deadlines and ensuring that the project deliverables are being met. |
| **Mission, Vision Objectives & Core Values** | ***Mission:*** *Our mission is to empower data-driven decision-making by analyzing marketing performance, optimizing resource allocation, and ensuring our partners achieve maximum efficiency and impact.*  ***Vision:*** *We strive to create a future where businesses make smarter financial decisions through insightful data analysis, allowing them to maximize value while minimizing costs.*  ***Objectives:*** *Our goal is to identify underperforming Facebook ad campaigns and provide clear, data-backed recommendations to optimize budget allocation. By leveraging compelling visualizations, we aim to support strategic financial decisions that enhance overall efficiency.*  ***Core Values:*** *We are guided by integrity, ensuring transparency and accuracy in every analysis. Collaboration is key, as we work closely with teams to deliver meaningful insights. Innovation drives us to use data strategically for smarter business decisions, while efficiency remains at the heart of our approach, helping partners achieve maximum impact with minimal waste.* |
| **Internal Checks, Balances, and Reviews** | *Sub-Teams Division*  ***Analysis Team:***  *Analyze the data to understand the ad campaign’s performance.*  *Look at key metrics like ROI, clicks, and conversions.*  *Provide insights based on analytics.*  ***Presentation & Recommendations Team:***  *Create a report and presentation with clear recommendations.*  *Review data insights, and suggest if the ad campaign should continue or stop.*  *Deliver 2-3 solid recommendations, backed by data.*  *2. Team Check-Ins:*  *Frequency: Meeting a week.*  ***Agenda:***  *Discuss data progress, any issues, and next steps.*  *Share early findings or insights from the analysis.*  ***Expected Deliverables:*** *Clear and actionable insights on the campaign performance, with supporting visuals and explanations.*  ***Checks and Balances:*** *Analysis will undergo peer review to verify methodology and accuracy before presenting any recommendations.*  ***Reviews:*** *The recommendations will undergo* |
| **Operations:**   * **Assignments** * **Meetings** * **Communication Guidelines** * **Status Updates** * **Deadlines** | ***Assignments*:** Reviewing the syllabus, creating the Project Plan, drafting the Project Report, delivering the Final Project*.*    ***Meetings:***Teams will meet every sunday at 7pm IST via Google Meet. Meeting with the sponsor will take place every Tuesday at 11am via Skype.  *Communication Guidelines:* Team Lead will represent team to sponsor; everyone is expected to participate and contribute and maintain collaboration (cc’ing entire team on emails, for example); main channel of communication among team will be email; emails among team members will be responded to within 24 hours, emails between Team Lead and Sponsor will be responded to within 48 hours; listen and respect each other’s ideas, encourage conciseness  *Status Updates:* Team will provide a weekly status update to clients by Tuesday at 5pm. Individual contributions are due by Tuesday at 9am.  *Deadlines:*  Week 1: Monday, 10 February 2025, 11:59 PM  Week 2: Sunday, 16 February 2025, 11:59 PM  Week 3: Sunday, 23 February 2025, 11:59 PM  Week 4: Monday, 3 March 2025, 11:59 PM |