

**Background**

[Why is the project being undertaken? Describe an opportunity or problem that the project is to address.]

**Scope**

[What will be the end result of the project? Describe what phases of work will be undertaken. It's also important to mention what activities will not be included in this project.]

**Goals**

- [specific & measurable goal 1]
- [specific & measurable goal 2]
- [specific & measurable goal N]

**Metrics**

- What are the qualitative objectives? (e.g. reduce user churn)
- Define a quantifiable metric , and quantify what improvement in the values of the metrics are useful for the customer scenario (e.g. reduce the fraction of users with 4-week inactivity by 20%) → MOV. What is the baseline (current) value of the metric? (e.g. current fraction of users with 4-week inactivity = 60%) How will we measure the metric? (e.g. A/B test on a specified subset for a specified period; or comparison of performance after implementation to baseline)

**Personnel involved**

- Who are on this project:
  - Us: Project lead, PM, Data scientist(s), Developers, Account manager, Sysadm.....
  - The Client: Data administrator, Business contact, CTO, .....

**Key Stakeholders (other than personnel)**

Client	[name]
Sponsor	[name]
Project manager	[name]
Project team members	[name], [name], [name], [name].

**Project Milestones**

[Identify the S.M.A.R.T. project milestones: start date, end date and invoicing dates to the client.]

**Project Budget**

[Describe the main project expenses: non-recurring & monthly recurring.]

**Data Architecture**

- What data do we expect? Raw data in the customer data sources (e.g. on-prem files, SQL, on-prem Hadoop etc.)
- What tools and data storage/analytics resources will be used in the solution?
- How will the customer use the model results to make decisions?
- architecture before and after the project

- End to end data flow
- Data movement pipeline in production

**Constraints, Assumptions, Risks and Dependencies**

Constraints	[Describe here potential factors that will impact the delivery of the project]
Assumptions	[Describe here conditions or situations that you are relying on in order to achieve project goals, ex. Frequency of meetings, data availability, customers' resources availability etc.)]
Risks and Dependencies	[What are the most significant risks? What things must happen before the project is delivered?]

**Approval Signatures**

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[Name], Project Client

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[Name], Project Sponsor

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[Name], Project Manager