**Reflections and Case Synthesis**

**Reflections**

**Strengths:**

**Structured Approach with Dual Frameworks:** The integration of Scrum for Agile coordination and CRISP-DM for the lifecycle provides a robust structure that is both flexible and methodical. This dual framework ensures that each phase of the project is clearly defined and manageable, facilitating incremental development and delivery​​.

**Stakeholder Engagement and Feedback:** Regular interactions with stakeholders through sprint reviews and daily stand-ups ensure continuous feedback and alignment with business needs. This engagement is crucial for adapting to changes and meeting project goals effectively. The feedback loop is integral to maintaining transparency and ensuring that the project meets stakeholder expectations​​​.

**Emphasis on Data Quality and Preparation:** The focus on data understanding and preparation ensures that the data used for modeling is of high quality. This step is essential for developing accurate predictive models and achieving reliable outcomes. The process of data cleaning and variable selection helps in producing more insightful and actionable models​​.

**Areas for Improvement:**

**Scalability**: While the current framework is effective for small to medium-sized teams, there could be challenges in scaling the process for larger, more complex projects. Integrating frameworks like SAFe (Scaled Agile Framework) could enhance scalability and manage larger team dynamics more efficiently​​.

**Resource Allocation and Management:** Better planning and allocation of resources, especially in the initial stages, can improve efficiency. Ensuring that all team members have clear roles and responsibilities from the outset can help mitigate potential delays and bottlenecks. More detailed planning at the beginning can also ensure a smoother execution phase​.

**Handling Discrepancies in Stakeholder Feedback:** Improving techniques to handle discrepancies in stakeholder feedback during prioritization workshops could lead to more balanced and effective decision-making. Utilizing methods like Value Planning Poker can help facilitate better consensus and ensure that all stakeholder opinions are adequately considered​.

**Case Synthesis**

**Team's Final Process Framework**

Attached is the detailed framework document for the Customer Churn case study at BigNorth Airlines. This framework integrates Agile methodologies with a robust data science lifecycle framework, emphasizing iterative development, stakeholder feedback, and robust data management practices.

**This document outlines:**

* The selected frameworks: Scrum for Agile coordination and CRISP-DM for the lifecycle.
* Pre-iteration tasks and integration of Agile practices with the CRISP-DM lifecycle.
* A detailed plan for the first and second iterations, emphasizing stakeholder engagement, data quality, and continuous improvement.

By following this comprehensive framework, the team can ensure a structured and efficient approach to managing the project, maintaining transparency, and aligning with business goals. This approach leverages both Scrum and CRISP-DM methodologies, integrating Agile practices with a robust data science lifecycle framework.

**Score Card:**

A screenshot of a computer

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