



PROJECT CHARTER

PROJECT NAME

PROJECT MANAGER

PROJECT SPONSOR

WhatsApp Chat Analytics

Surya S S

Head of WhatsApp

PROJECT APPROVAL DATE

START DATE

ESTIMATED END DATE

BUDGET

09/18/2023

09/21/2023

01/31/2024

\$500,000

PROJECT OVERVIEW

Business case

The WhatsApp Chat Analytics Project aims to address the growing demand for an analytics solution that empowers businesses and individuals to gain valuable insights from their WhatsApp conversations. This tool will provide users with the ability to analyze chat data, improve communication strategies, enhance customer experiences, and make data-driven decisions.

Project objectives

Develop a user-friendly WhatsApp Chat Analytics Tool that allows users to connect their WhatsApp accounts and analyze chat data using latest data analytics features.

PROJECT SCOPE

Scope statement (In Scope)

- Development of a web-based WhatsApp Chat Analytics Tool.
- User authentication and WhatsApp account integration.
- Data collection and organization of WhatsApp chat history.
- Implementation of data visualization features.
- Sentiment analysis, keyword analysis, and chat metrics.
- User customization and export/reporting capabilities.
- Security measures to protect user data and ensure privacy compliance.

Scope statement (Out of Scope)

- Development of native mobile applications (iOS/Android).
- Integration with other messaging platforms beyond WhatsApp.
- Long-term data storage (beyond the scope of this project).
- Providing user support beyond basic tool usage guidance.

Project Team & Key Stakeholder:

Team

Project Manager, UI/UX Designer, Backend Developer, Data Analyst, Data Engineer, Data Scientist, Quality Assurance Tester, Information Security Analyst.

Stakeholders

Head of WhatsApp, Chief Information Officer, Chief Technical Officer, Chief Information Security Officer

KEY MILESTONES AND DELIVERABLES

Key Deliverables	<ul style="list-style-type: none">• User authentication feature• Data visualization dashboards and reports• Sentiment analysis engine• Keyword and FAQ identification feature• Chat metrics and customization options• User documentation and guides• Project Documentation• Completion Report
Key Milestones	<ul style="list-style-type: none">• Define: 09/26/2023• Plan: 09/29/2023• Develop & Test: 01/19/2024• Deploy: 01/26/2024• Close: 01/31/2024

LIMITATIONS

Constraints	Assumptions	Risks	Dependencies
<ul style="list-style-type: none">• The project budget is limited, and all project activities must be executed within the financial constraint.• The project must be completed within a specific timeline, and any delays may impact the project's success.• Availability of skilled personnel, including developers, data analysts, and support agents, may be constrained, potentially affecting project timelines.	<ul style="list-style-type: none">• We assume that leaderships, including customer support teams and IT, will actively engage in the project and collaborate effectively.• The project assumes the availability of third-party tools and technologies required for chat data analysis and sentiment analysis.	<ul style="list-style-type: none">• Changes in WhatsApp's API policies or limitations may disrupt project implementation and require adjustments.• Technical difficulties may arise during the integration of WhatsApp with existing support systems, potentially causing delays.	<ul style="list-style-type: none">• The project is dependent on continued access to WhatsApp's API and any changes or updates made by WhatsApp.• The availability and functionality of data analytics tools and technologies are crucial for successful sentiment analysis and data insights.• Dependencies exist on legal and compliance teams to ensure that data handling practices comply with relevant regulations.