PROJECT SCOPE STATEMENT

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 DELIVERABLES

Deliverable No.	Description
1	Development of a web-based WhatsApp Chat Analytics Tool.
2	User authentication and WhatsApp account integration.
3	Data collection and organization of WhatsApp chat history.
4	Implementation of data visualization features.
5	Sentiment analysis, keyword analysis, and chat metrics.
6	User customization and export/reporting capabilities.
7	Security measures to protect user data and ensure privacy compliance.

PROJECT TASKS

Task No.	Description
1	UI/UX Design
2	User authentication and WhatsApp account integration.
3	Data Collection and Organization
4	Data Visualization dashboards and Reports
5	Sentiment Analysis Engine
6	Product Testing
7	Data Security Compliance
8	Advanced Dashboard Customization features
9	Product Deployment
10	Project Documentation

OUT OF SCOPE

These tasks will not be accomplished as a part of this project	• 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.

KEY MILESTONES

Key Milestones	• Define: 09/26/2023 • Plan: 09/29/2023 • Develop & Test: 01/19/2024 • Deploy: 01/26/2024 • Close: 01/31/2024

PROJECT ASSUMPTIONS

Leadership Engagement	We assume that leaderships, including customer support teams and IT, will actively **engage** in the project and collaborate effectively.
Technology Availability	The project assumes the availability of third-party tools and technologies required for chat data analysis and sentiment analysis.

PROJECT CONSTRAINTS

Budget Constraint	The project **budget** is limited, and all project activities must be executed within the financial constraint.
Time Constraint	The project must be completed within a specific **timeline**, and any delays may impact the project's success.
Skilled Resources	Availability of **skilled personnel**, including developers, data analysts, and support agents, may be constrained, potentially affecting project timelines.

PROJECT RISKS

WhatsApp's API policy Changes	Changes in **WhatsApp's API policies** or limitations may disrupt project implementation and require adjustments.
Technical difficulties	**Technical difficulties** may arise during the integration of WhatsApp with existing support systems, potentially causing delays.

PROJECT DEPENDENCIES

WhatsApp API Access	The project is dependent on continued **access to WhatsApp's API** and any changes or updates made by WhatsApp.
Tools and Technologies	The availability and functionality of data **analytics tools and technologies** are crucial for successful sentiment analysis and data insights.
Legal and Compliance	Dependencies exist on **legal and compliance** teams to ensure that data handling practices comply with relevant regulations

APPROVALS

Approval No.	Approval Description	Approver Details
1	WhatsApp API Access	Chief Information Officer
2	Data Security Clearance	Chief Information Security Officer
3	Analytics tools and Cloud Access	Chief Technology Officer