**Assignment 1 – Business Case Development (15pts)**

Using the business case of your choosing, please develop a proposal and project plan that will be used to solidify and reinforce your understanding of the applied data analytics workflow process. This assignment is specifically meant to enhance your appreciation of the role of project management and the need for documenting the requirements of a data analytics solution.

**Choosing a Topic**

You are required to:

1. Decide on a topic that is of interest to you.
2. Ensure sufficient data exists that will allow you to perform supervised learning (regression or classification)
3. Ensure that the topic and data you choose can be updated via online downloads, webpage scrapping, or api’s.

**Develop a Business Case Document (10pts)**

Using the template provided, please develop a Business Case for your chosen Business Case.

Note: A guide for completing the template can be found here: <https://www.canada.ca/en/treasury-board-secretariat/services/information-technology-project-management/project-management/business-case-guide.html>

Note:

I am both the *Project Sponsor* and *Executive Sponsor*. You are the *Project Manager.*

**Requirements:**

1. **The “Authority Signatures” section completed (1pt)**

*Grade based on: Are all signatures present.*

1. **Executive Summary (2pts)**

*Grade based on: The pertinent facts of the business case are provided in a clear and concise fashion.*

1. **Phase 1 - Business Needs and Desired Outcomes (2pts)**

*Grade based on: The case for change is established and the need for investment is clearly defined.*

1. **Phase 2 - Analysis and Recommendation** 
   1. **Preliminary Options Analysis (1pt)**

*Grade based on:* *The identification, analysis, and screening of a comprehensive list of options to demonstrate due diligence in their selection has been completed.*

* 1. **Viable Options (1pts)**

*Grade based on: Building on the preliminary analysis of options, each viable option is subjected to an increasing level of rigorous analysis.*

* 1. **Justification and Recommendation (1pts)**

*Grade based on: A full comparison of each viable option against the evaluation criteria has been completed and the case is made to recommend a preferred option based on its net advantages over all other viable options.*

*Note: Phase 3 includes* ***Management and Capacity*** *but given the Business Case will end at the conclusion of the semester, this section has been omitted from the Business Case Document requirements.*

Please also include the following information in your final document Appendix:

1. Project Schedule developed in MS Visio (Gantt Chart) **(1pt)**
2. Expected KPI’s **(1pt)**

**Class Presentation of Business Case (5pts)**

1. Present your chosen data analytics project (1pt)
2. Your Presentation includes (4pts):
   1. A clear and concise presentation of the Project Rationale and Scope
   2. Data Sources
   3. Tools and Software to be used to accomplish your Project
   4. Project Schedule and KPIs

Please upload the following to Brightspace:

1. MS Word version of your Business Case
2. Pdf version of your Project Schedule (Gantt Chart)

Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Not Provided/Performed | Provided but is not Clear and Complete | Provided and is Clear and Complete | Points |
| **Business Case Document** | | | | |
| Authority Signatures section |  |  |  | /1 |
| Executive Summary |  |  |  | /2 |
| Business Needs and Desired Outcomes |  |  |  | /2 |
| Preliminary Options Analysis |  |  |  | /1 |
| Viable Options |  |  |  | /1 |
| Justification and Recommendation |  |  |  | /1 |
| Project Schedule |  |  |  | /1 |
| KPIs |  |  |  | /1 |
| **Presentation** | | | | |
| Presentation |  |  |  | /1 |
| Project Rationale and Scope |  |  |  | /1 |
| Data Sources |  |  |  | /1 |
| Tools and Software |  |  |  | /1 |
| Project Schedule and KPIs |  |  |  | /1 |
|  |  |  |  | /15 |