Project Close-Out Report Template

Project Close-Out Report
Report Date: November 20XX

KEY INFORMATION	
Project Name	**Real-Time Marketing Data Application Development**
Division/Department	Marketing and IT
Project Sponsor	Daniel Yeomans
Project Manager	Cary Manning

PROJECT GOALS
Document the original goals from the project charter.
1. Deliver a real-time marketing analytics application to enable faster, data-driven decisions.
2. Enhance customer satisfaction through improved product and pricing strategies.
3. Accelerate time-to-market for new products with actionable insights.
4. Increase AHI's market share by 4.5%-7.5% within the first three years.
5. Achieve a 20% ROI in Year 1 through app-enabled marketing effectiveness.

PROJECT GOAL SUCCESS ANALYSIS
Highlight the success or failure in meeting the project goals from the original plan and explain deviations. (Success, Partial Success, Not Accomplished)
1. **Deliver a real-time analytics app: Partial Success** - The app was delivered but lacked some planned features like two data feeds and several desired reports.   2. **Enhance customer satisfaction: Success** - Customer focus groups provided positive feedback regarding app usability and secure invoicing.   3. **Accelerate time-to-market: Partial Success** - Initial requirements gathering issues caused delays, but key objectives were met within the 90-day window.   4. **Increase market share: Success** - Tools enabling real-time market analysis were delivered, providing the foundation for increased market share.   5. **Achieve ROI: Partial Success** - ROI goals will depend on post-launch performance due to additional costs incurred.

SCOPE REVIEW

Call out any variances to the original scope plan and briefly describe why they happened. Can these variances be prevented in future projects? If so, how?

Variances:

- **Added:** A third sprint to complete development.
- **Missed:** Two data feeds and desired reports due to inadequate requirements gathering.

Prevention:

- Conduct more thorough initial requirements analysis and stakeholder engagement to capture all necessary deliverables upfront.

SCHEDULE REVIEW

Call out any variances to the original schedule plan and briefly describe why they happened. Can these variances be prevented in future projects? If so, how?

Variances:

- A third sprint extended the schedule by two weeks but remained within the 90-day development window.

Prevention:

- Utilize better velocity estimates and task prioritization during sprint planning to align work with deadlines.

COST REVIEW

Call out any variances to the original budget plan over or under and briefly describe why they happened. Can these variances be prevented in future projects? If so, how?

Variances:

- Budget overrun of $7,000 caused by equipment omissions and unanticipated inflation.

Prevention:

- Conduct more detailed cost forecasting and account for inflationary risks during project planning.

RISK ANALYSIS

Call out anticipated or unanticipated risks that impacted the project. Could these risks be prevented in future similar projects? If so, how? Refer to the Risk Register to review or link to register directly.

Anticipated Risks:

- IT staffing shortages impacted team productivity.

Unanticipated Risks:

- Inflationary costs and equipment requirement omissions caused budget overruns.
- Inadequate initial requirements gathering led to scope changes.

Prevention:

- Improve risk assessment processes and plan for resource allocation more proactively in future projects.

OUTSTANDING ITEMS

List any outstanding project-related follow-up items, how they are being addressed, and who is responsible.

Issue	Planned Resolution	Assigned To
Minor App Interface Issues	Addressed by IT; Completion by Nov. 15	Priya Service
Second IT Hire	Expected onboarding Dec. 1	Human Resources

LESSONS LEARNED

DID WELL

Note what aspects of the project went well or better than expected, and share your thoughts on how this positive outcome could be replicated in future projects.

ITEM	NOTES
User Feedback	Positive focus group feedback confirmed usability success
Adaptability	Addition of third sprint ensured critical deliverables were met.

DO BETTER

Note what aspects of the project went poorly or worse than expected, and share your thoughts on how this less than desirable outcome could be avoided in future projects.

ITEM	NOTES
Requirement Gathering	Insufficient details let to omitted features
Scrum Processes	Structured Scrum training was lacking, causing inefficiencies

RECOMMENDATIONS

Note any recommendations for future project managers managing similar projects.

- Provide initial Scrum training for all development team members before project initiation.
- Engage stakeholders more effectively during the requirements gathering phase.
- Establish better mechanisms for estimating costs, schedules, and risks.

PROJECT ARCHIVES
Note where those wanting to reference documents related to this project in the future will be able to find them.
Location: All related documents are archived in the AHI Shared Project Repository under "AHI_RealTime_AppDevelopment."

PROJECT CLOSEOUT
• Lessons Learned Conducted: Date November 20XX • Closeout Review Complete: Date November 20XX