# Ice Cream Shop Company

# Project Charter

## General Information

| | |
|---|---|
| *Project Title:* | ***Business Intelligence Implementation*** |
| *Brief Project Description:* | The purpose of this project is to implement a business intelligence solution which can make data-driven decisions, optimize business processes, and improve customer experience. |
| *Prepared By:* | Vaishnavi Peddiraj |
| *Date:* | 02-19-2023 |

## Project Objective

With variety of tools and techniques provided in Business Intelligence, the Ice Cream Shop Company can make well-informed, reliable, and timely decisions based on current real-time data. Different departments of the company can perform quantitative analysis, measure key performance indicators (KPIs) and use customer insights to identify new opportunities. The migration of technology will reduce overhead costs and expenses associated with managing these tasks currently requiring a large workforce. We will have all our employees comfortable with the software at the end of the project. Centralized and easily understandable data is provided to the employees which makes the non tech users also to understand business activities. This technology will help the company lower production wastage and boost productivity by assuring optimum operations. This enhances competitive intelligence, Market Intelligence, Social Media Intelligence, Conversion Ratio, Security and Data Integration. Increase in Sales and reduction in Supply chain wastage.

As for the deliverables, a comprehensive business requirements document (BRD) that outlines the specific data analysis and reporting needs of the organization. A detailed technical requirements document (TRD) that outlines the technical specifications of the BI solution. A functional and technical design document (FTD) that outlines the design of the BI solution. A centralized data warehouse that integrates data from all relevant sources and provides a single source of truth for the organization. Customized reports and dashboards that provide insights related to sales, inventory, customer behavior, and other relevant business metrics. An automated ETL process that collects, transforms, and loads data into the data warehouse. User acceptance testing (UAT) to ensure that the BI solution meets the business and technical requirements.

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## Assumptions

The following assumptions apply to the BI Project. As project planning begins and more assumptions are identified, they will be added accordingly.

- Staff will be trained accordingly in data analysis and reporting tasks on the updated BI system.

- Funding is available for training.

- Funding is available for purchasing hardware/software for a web-based system.

- All department heads will provide the necessary support for successful project completion.

- Project has executive-level support and backing.

## Project Scope

- The BI solution will cover all business units and departments within the organization.
- The BI solution will use existing data sources, such as point-of-sale systems, inventory management systems, customer relationship management systems and other relevant sources.
- The BI solution will provide insights related to sales, inventory, customer behavior, and other relevant business metrics.
- The BI solution will be developed using industry-standard tools and technologies.
- The BI solution will be integrated with the company's existing IT infrastructure.
- The project will not involve any hardware or network infrastructure upgrades.

## Project Milestones

| Milestones | Deliverables |
|---|---|
| Project Plan Review and Completion | Planning and review of project |
| Project Kickoff | Discussing the Business case and project Charter |
| Stage I Complete | Business requirements gathering and analysis |
| Stage II Complete | Technical requirements gathering and analysis |
| Stage III Complete | Functional and technical design |
| Stage IV Complete | Development and testing |
| Stage V Complete | User acceptance testing |
| Stage VI Complete | Training and documentation |
| Closeout/Project Completion | Closing the Project |

## Impact Statement

| Potential Impact | Systems / Units Impacted |
|---|---|
| Tools | In the future, we will only use BI instead of spreadsheets, as it is more efficient and accurate |
| Processes | Anyone in the organization can access and analyze up-to-date information whenever they need it, wherever they are, on a range of different devices |
| Roles and Responsibilities | The upgraded platform will be managed by the technical team, and we do anticipate a few changes to IT staffing requirements for a year during the project implementation. |
| Hardware / Software | The Ice Cream Shop Company will be required to purchase additional servers to accommodate the platform |

## Roles and Responsibilities

**Sponsor:** Provides overall direction on the project.  Responsibilities include:  approve the project charter and plan; secure resources for the project; confirm the project's goals and objectives; keep abreast of major project activities; make decisions on escalated issues; and assist in the resolution of roadblocks.

| Name | Email / Phone |
|---|---|
| Vaishnavi P | VPicecreamshop@gmail.com |

**Project Manager:**  Leads in the planning and development of the project; manages the project to scope. Responsibilities include  develop the project plan; identify project deliverables; identify risks and develop risk management plan; direct the project resources (team members); scope control and change management; oversee quality assurance of the project management process; maintain all documentation including the project plan; report and forecast project status; resolve conflicts within the project or between cross-functional teams; ensure that the project's product meets the business objectives; and communicate project status to stakeholders.

| Name | Email / Phone |
|---|---|
| Ted G | TGicecreamshop@gmail.com |

**Team Member:** Works toward the deliverables of the project.  Responsibilities include  understand the work to be completed; complete research, data gathering, analysis, and documentation as outlined in the project plan; inform the project manager of issues, scope changes, and risk and quality concerns; proactively communicate status; and manage expectations.

| Name | Email / Phone |
|---|---|
| Rishitha Y | YRicecreamshop@gmail.com |
| Shivani S | SSicecreamshop@gmail.com |

**Customer:** The person or department requesting the deliverable. Responsibilities include: partner with the sponsor or project manager to create the Project Charter; partner with the project manager to manage the project including the timeline, work plan, testing, resources, training, and documentation of procedures; work with the project team to identify the technical approach to be used and the deliverables to be furnished at the completion of the project; provide a clear definition of the business objective; sign-off on project deliverables; take ownership of the developed process and software.

| Name | Email / Phone |
|---|---|
| Nihal S | NSicecreamshop@gmail.com |
| Unnati Y | UYicecreamshop@gmail.com |
| Preethi G | PGicecreamshop@gmail.com |

**Subject Matter Expert:** Provides expertise on a specific subject. Responsibilities include maintain. up-to-date experience and knowledge on the subject matter; and provide advice on what is critical to the performance of a project task and what is nice-to-know.

| Name | Email / Phone |
|---|---|
| Allen Pensin | APicecreamshop@gmail.com |

## Resources

| Resource | Constraints |
|---|---|
| Project Budget | We have limited budget to complete this project |
| Time | We have just 3 months to complete this project |
| Human Resources | We don't have an expert in our company on this subject |

## Project Risks

| Risk | Mitigation Strategy |
|---|---|
| Data quality issues | the BI solution is only as good as the data it processes, and poor data quality can lead to inaccurate insights and decisions. |
| Integration challenges | integrating data from multiple sources can be a complex process that may require significant technical expertise. |
| User adoption | end-users may be resistant to change and may require extensive training to use the BI solution effectively. |
| Scope creep | as business needs change, there is a risk that the project may expand beyond its original scope and budget. |
| Technical issues | unforeseen technical issues may arise during the development and testing phases of the project. |

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## Success Measurements

- This project meets will meet the Technical and Business requirements of the company.

- We can reduce the processing time by 30% after implementation. Resources and time will be saved which can be used for other important resources. Reduces overhead costs.

- The BI solution provides accurate, real-time, and comprehensive insights that help in making informed business decisions.

- The BI solution is user-friendly and easy to use for end-users, administrators and is integrated with the companies.

- Reduction of supply chain management losses over 40 percent.

## Signatures

| Customer: | | |
|---|---|---|
| **Name** | **Signature** | **Date** |
| Nihal S | Nihal S | 02/19/2023 |
| Unnati Y | Unnati Y | 02/19/2023 |
| **Project Sponsors:** | | |
| **Name** | **Signature** | **Date** |
| Timothy S | Timothy S | 02/19/2023 |
| Vaishnavi P | Vaishnavi P | 02/19/2023 |
| **Project Manager:** | | |
| **Name** | **Signature** | **Date** |
| Vaishnavi P | Vaishnavi P | 02/19/2023 |
| Ted G | Ted G | 02/19/2023 |