
The Cage – Project Plan

Group 5-

Vrishank Mani - s4680492

Nishithaa Palani - 8092124

Tehara Perera –s8075741





Project Overview

- The Cage is a Singaporean based SME which is involved in the sports facilities rental business
- Current technology state involves basic data analytics and an ERP implementation dating back to 2016
- The Cage requires advanced data analytics for and has difficulties in implementing it
- Goals involve enhanced decision making and exploring modern marketing pathways –social media for DA



Project Scope



Aims & Objectives

- **Elevate Customer Experience**
- **Streamline Operations**
- **Harness Data Analytics**
- **Fuel Revenue Growth**



Project Scope

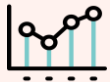


Major Deliverables

- Customized Dashboards For Management
- Enhanced Customer Data Platform
- Operational Efficiency
- Market analysis Tool
- Staff Training Program On DA Tools



Project Scope



Assumptions

IT Infrastructure Compatibility

- The existing IT infrastructure is poised to seamlessly integrate new Data Analytics (DA) systems without the need for substantial upgrades.

Staff Training Preparedness

- Staff members are readily available and eager to undergo essential training to embrace and utilize the new DA tools effectively.

Data Quality Assurance

- High-quality customer and operational data are readily accessible, providing a robust Foundation for initiating Data Analytics endeavors.



Business Case



The implementation of data analytics at The Cage presents a compelling business case aimed at:

- ✓ Enhancing decision-making
- ✓ Gaining a competitive advantage
- ✓ Improving operational efficiency.



This initiative aligns with the company's strategic objectives, positioning it for sustainable growth and success in the dynamic sports industry landscape.



Expected Benefits

Improved decision-making

- ✓ Rise in the number of decisions backed by data

Enhanced customer experience

- ✓ Rise in customer satisfaction scores

Increased operational efficiency

- ✓ Fall in operational costs and increased efficiency in resource utilization

Competitive advantage

- ✓ Increase in market share and customer retention rate

Revenue Growth

- ✓ Rise in revenue and profits generated from marketing and sales campaigns



5 Phases of the Project

★ Project Initiation

Duration: 1 month



Planning

Duration: 1 month



Execution

Duration: 3 months



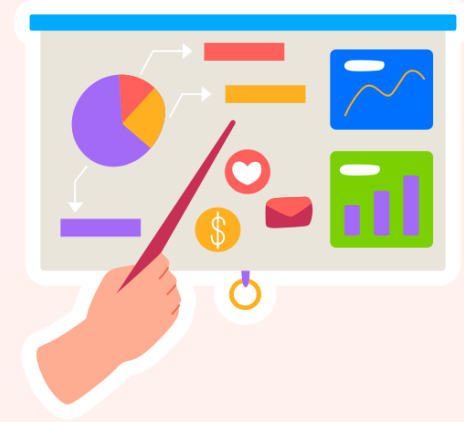
Monitoring and Control

Duration: 2 months



Closing

Duration: 1 month



Resources



<u>Role</u>	<u>Responsibility</u>
CEO (Sanjay Danani)	Overall decision-maker. Sponsors and provides vision for the project.
Internal Stakeholders	Provide input, feedback and support
Project Manager	Plans, organizes, controls, schedules and creates
Business Analyst	Ensures business objectives and deliverables are aligned
IT Advisor (Anthony PV)	Provides technical guidance and expertise, and oversees the progress
Data Analyst	Analyses data, develops models, creates dashboards to provide insights
Software Engineer	Designs, develops and implements software solutions. Ensure the system functions smoothly.
Hardware Specialist	Procures, configures and installs all hardware components



Resources contd.



<u>Role</u>	<u>Responsibility</u>
Database Administrator	Manages all database systems, performs data mitigation, and ensures data integrity and storage
Quality Assurance Engineer	Develops test plans, conducts testing and ensures proper software quality and reliability
System Architect	Designs the system architecture and the user interface. Ensures the system design aligns with the business goals
Procurement Manager	Sources, negotiates and procures resources from the vendor and ensure timely delivery of all new systems
Change Management Specialist	Develops strategies to communicate and facilitate the implementation of new systems. Ensure all stakeholders are on board
Training Coordinator	Conducts regular workshops and training sessions to facilitate employees in learning the new systems
VU Information System (Vendor Representative)	Collaborates with The Cage team, and delivers the necessary hardware and software resources



Budget



ITEM	ESTIMATED COST
Advanced DA system software	\$500,000
Hardware upgrades and integration	\$200,000
Custom dashboard development	\$150,000
Data security measures	\$100,000
Training and change management	\$250,000
Consultancy and professional services	\$300,000

Total Estimated Budget

\$1.5 Million



Key Risks to Consider & Mitigate



Insufficient data quality leading to inaccurate analytics

- ✓ Implement rigorous data cleaning and validation processes.



Integration challenges with existing IT infrastructure

- ✓ Engage IT experts early in the project for feasibility studies and solution design.



Data privacy and security breaches

- ✓ Implement state-of-the-art cybersecurity measures and conduct regular audits.



Communication Strategy



<u>People Involved</u>	<u>Purpose</u>	<u>Method</u>	<u>Frequency</u>
PM	General Information	E-mail/Meetings	As Needed
Software Engineer, IT Advisor	Software Update Reports	E-mail/Intranet	Weekly
QA Engineer	Quality Assurance Reports	Documentation/Meetings	Weekly
IT Advisor, PM	Risk Management Reports	Documentation	Once
Procurement Manager, VU Information Systems	Resource Procurement Reports	Documentation	Once
Training Coordinator, Change Management Specialist	Training and Change Management reports	E-mail/meetings	Weekly (during training period)
CFO, PM, Internal Stakeholders	Financial Reports	E-mail/meetings	Monthly
PM	Progress Updates	E-mail/meetings	Weekly
PM	Performance Reviews	E-mail	Weekly



Stakeholder Management

Type of Stakeholder	Internal/ External	Engagement Method	Frequency
<u>Project Sponsor</u>	Internal	<ul style="list-style-type: none">• Meetings• Monthly Progress Reports by Project Manager	Fortnightly Monthly
<u>Business Analyst</u>	Internal	<ul style="list-style-type: none">• Weekly stand ups/Meetings• Email	Weekly
<u>Project Managers & Data Analysts</u>	Internal	<ul style="list-style-type: none">• Meetings• Email	Weekly
<u>VU Information Systems Corporation & Third-party vendors</u>	External	<ul style="list-style-type: none">• Email	When required
<u>IT Support Specialists/IT Support Team of The Cage</u>	Internal	<ul style="list-style-type: none">• Technical Stand ups (Meetings)• End user training workshops	Monthly 3-4/week – when training sessions take place
<u>Venue Managers of Cage</u>	Internal	<ul style="list-style-type: none">• End user training workshops conducted via virtual meeting tools / physical meetings.• Intranet/Company emails• Q&A sessions	3-4/week – when training sessions take place
<u>Finance Team/Department</u>	Internal	<ul style="list-style-type: none">• Budget review meetings• Financial reports• Presentations	Monthly





Thank You

Q&A

