

Project Closeout Report: Operations & Training Plan

Status: **Draft**

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Author: Project Manager

Project Sponsor	Director of Customer Data
Project Lead:	Head of Data Science and Machine Learning
Project Team	Director of Procurement, API Strategist, Data Warehousing Specialist, Data Governance Manager, Data Analyst, Director of IT, Project Manager, Product Manager, Marketing Promotion Manager, Financial Analyst, HR Recruitment and Training
Project Duration	March 1-September 6

Executive Summary

The purpose of this project was to establish and integrate a **course recommender system** into both the **web and mobile platforms**. This involved selecting and applying a **third-party experimentation platform**, conducting **A/B testing** to refine the recommendation model, and implementing **marketing campaigns** along with **TV Ads** to drive user engagement. The project adhered to the timeline, though there were minor budgetary deviations. Key issues in performance testing and user satisfaction still require ongoing attention..

Key Accomplishments

- **Established a course recommender system plan** to optimize the recommendation experience for users.
- **Applied third-party experimentation software**, which allowed for efficient A/B testing and model training.
- Conducted successful **A/B tests**, validating the course recommender model by analyzing click-through rates and conversions.
- Integrated the course recommender system into both **web and mobile platforms**, improving the user experience.
- Launched a **comprehensive marketing campaign**, which included **TV ads**, to promote the new recommender system.
- **Trained the software system**, using the experimentation platform to ensure optimal performance and accuracy.
- Gathered customer feedback through surveys and **user testing** to refine recommendations and enhance system performance.

- Improved **customer engagement** metrics through personalized recommendations, driving conversions and increasing user satisfaction.

Lessons Learned

What went well?

- The integration of the recommender system into the web and mobile platforms improved user experience and personalized course suggestions.
- A/B testing of the model provided actionable insights and successfully optimized the recommendation algorithm.
- The marketing campaign and TV ads contributed to increased engagement and visibility

What went wrong? How did you resolve the issue?

- **Initial training of the recommender model** showed suboptimal performance in specific user segments, requiring further tuning of model parameters. The issue was resolved through ongoing iteration and A/B testing.
- **TV ad impact was not as strong** as anticipated in certain regions. Additional market analysis is being conducted to target key locations more effectively.
- The system experienced **scalability issues** during peak traffic periods, which were resolved by upgrading server capacity and optimizing software processes.

Open Items

- Continue refining the course recommendation model based on ongoing feedback and A/B testing results.
- Assess the long-term impact of the TV ads and adjust campaign strategies for maximum conversion.
- Improve scalability to handle growing traffic as the user base expands.

Next Steps and Future Considerations

- Continue **A/B testing** and performance monitoring to further enhance the recommendation system.
- Reassess the effectiveness of **TV ads** across different regions, particularly focusing on high-potential areas like London, South & South East.
- Allocate additional resources to fine-tune **course recommendations** based on user behavior and feedback.
- Ensure all marketing and operational efforts remain aligned with the company's overall objectives.

Project Timeline

Date	Activity
March 1-April 9	Established a course recommender system plan
April 12-April 30	Selected and applied a third-party experimentation platform
May 3-June 11	Trained software using the experimentation platform
June 10-15	Installed software to integrate the system into web and mobile platforms
June 21-August 16	Conducted A/B testing for recommendation model
June 21-July 19	Ran customer feedback surveys and user satisfaction testing
July 5-July 30	Implemented feedback from customer surveys to improve recommendations
Sep-06	Launched marketing campaign and TV ads for the new course recommender system

Resources and Project Archive

- [Project Plan](#)
- [Project Initiation](#)
- [Project Execution](#)
- [Agile Scrum](#)
- [A/B Testing Results](#)
- [ROAM Analysis](#)
- [Status Report](#)
- [Escalation Email](#)
- [Presentation of Customer Feedback](#)
- [Meeting Agenda](#)