Assignment 1: Project Proposal

Pred 475 Project Management

Section 55

Winter Quarter

School of Continuing Studies

Northwestern University

Daniel Prusinski

Business Intelligence Data Analyst

Target Corporation

Minneapolis, MN

In Compliance with Master of Science Predictive Analytics

Project Proposal

Target Corporation is a billion dollar retail company. With over 1,200 stores nationwide, millions of guests shop Target daily. One strategic initiative senior leadership has road-mapped for 2014 is deepening guest engagement. From this initiative, management is open to receiving project proposals and plans. Management within my department, Merchandising and Marketing Business Intelligence (MMBI), has asked me to create a project plan for better defining and monitoring overall guest behavior data at target in the form of a report that shows key metrics about our guests over time.

I will name this project MetaGuest based on the overall desired outcome for information about guest data to be fed to team members in a concise report. As of January 8, 2013 my manager, James Nelson, is the official project sponsor. The current stakeholder groups include the following:

Guest Insights (GI) – Target’s MMBI team that represents guest data.

Division Insights – Similar to GI, but works with merchandising divisional leadership on guest data requests.

Reporting – Coordinates and executes reporting for MBI.

Business Data Quality (BDQ) – Represents Target’s importation and cleaning of data.

Division Insight Leaders (DILs) – Communicate the desired outcomes for guest data.

Each stakeholder represents a direct impact point for the project’s overall success.

Better technology and analytical capabilities has allowed businesses unprecedented access to consumer information, which translates to intimately knowing one’s target market. As Target aims to meet growing consumer demands, understanding changing behaviors aptly translates to thriving and surviving in the retail environment. Currently, Target has built many tools for extracting guest information and classification categories for different types of guests. The next step for Target reaching its goal of deepening guest engagement through data-driven analytics is understanding changes in guest behavior and predicting future outcomes. The overall value project MetaGuest brings to Target is the next step in analytical capability for Target through quantifying guest behavior through time.

Square721 BT – Font   
  
• Key project constraints (cost, schedule, budget, resources)  
• Expectations, assumptions and exclusions, where appropriate  
• Project organization, team members, Responsibility Assignment Matrix (RAM)  
• Any other helpful information at this point

Elements contributing to “adequate complexities” of a project include:

• A number of sponsors, stakeholders, funding sources  
• Several deliverables built by a number of people, preferably from a number of different organizations (internal or external to your own organization, contractors, consultants, etc.)   
• Several concurrent, interdependent activities. You need activities that lead to multiple activities (burst nodes) and activities that that lead to a single activity (merge nodes)

For this week’s assignment, propose a project that you will use as the basis for the weekly assignments. At the end of course, you will write a complete and detailed project plan that will incorporate the weekly assignments and make a case for this project getting the green light for launch. For this week, explain your proposed project in approximately 500 words. Explain the objective of the project (e.g. have a memorable party, build a bedroom and bath addition to summer home) and demonstrate that there will be sufficient complexity to allow you to use project management tools. Also, present evidence that shows you have the knowledge you need to make realistic estimates about both task times and costs. Think of me as your boss, even if this is a personal project, to whom you have to show that this is good project for the purposes of using project management practices.

You will find a rubric, of sorts, in Course Content\Session 1\Session Reading (PRED475 Project Plan Assessment.pdf). I will use this rubric in assessing your final project plan/proposal submission. I suggest you use it throughout the Course to do the same. Each row will be a component of the proposal that will be covered and will be an assignment during the course (for the most part). The columns are the degree or effectiveness that the topic is covered. I encourage you to consider how you intend to cover these components while defining the project you adopt for development throughout the course.

Submit this proposed project for instructor approval. However, we may need to discuss some changes to the project to ensure it is suitable for the learning goals of this course.

In building the Final Project Plan Proposal, this input deserves a place in the Appendix