Process Breakdown Structure for project MetaGuest

Test Phase Deliverables:

Test Document

Manager Testing Feedback

User Feedback

Coding Iterations SQL

Coding Iterations IR

Rollout Phase Deliverables:

Physical/Electronic PowerPoint

Pre-Code Embedded in PP

Document

Feedback from Users

Iterate in SQL

Construct Phase Deliverables:

SAS Code Written

Teradata Code Written

Hadoop Code Written

Design Phase Deliverables:

MicroStrategy View

Tableau View

ADW Data Repository

EDW Data Repository

Analysis Phase Deliverables:

Analysis Document

RFV Breakdown

Lifestage Analysis

Guest Trip Segmentation

Guest Spend Segmentation

Stable Guest Logic Interval

Outputs:

1.5.2.2

1.5.2.1

1.5.1.2

1.5.1.1

1.5.2

1.5.1

Record

Iterate

Demonstration

PowerPoint

Feedback

Presentation

1.5

Rollout

1.4.2.2

1.4.2.1

1.4**.**1.2

1.4**.**1.1

IR

SQL

Users

Manager

1.4.2

1.4**.**1

Iterations

1.4

1.4

Group

Test

1.3.3

1.3.2

1.3.1

Hadoop

Teradata

SAS

1.3

Construct

1.2.2.2

1.2.2.1

EDW

ADW

1.2.1.2

1.2.1.1

Tableau

MicroStrategy

1.2.2

Repository

1.2.1

Template Views

1.1.2.1

Stable Guest Logic

1.1.2

Guest Spend

1.1.1.3.2

1.1.1.3.1

1.1.1.3

1.1.1.2

1.1.1.1

Guest Trips

Guests

Lifestage

RFV

1.1.1

Establish Time Interval

Define Key Metrics

1.5

1.3

1.2

1.1

Analysis

Design

Construct

Test

Rollout

1.0

MetaGuest Development Project

Analysis

1.0

1.0