

KICKOFF MEETING

Introduction

Unified Customer Data Platform (UCDP)

Objective: Our objective is to Build a Unified Customer Data Platform (UCDP) to centralize and enhance customer data from multiple sources, enabling advanced analytics and personalized marketing strategies.

Project Overview

In-Scope:

- Design and implementation of a Unified Customer Data Platform (UCDP)
- Integration of customer data from multiple sources (Marketing, Sales, Customer Service)
- Development of data architecture and infrastructure
- Implementation of data governance policies and compliance requirements
- Development of predictive models and machine learning algorithms
- Deployment of the data hub to the production environment
- Training and support for end-users

Out-of-Scope:

- Development of new data sources or systems
- Integration with external systems or platforms not specified in the project scope

- Custom development of data visualization tools or dashboards
- Ongoing maintenance and support of the data hub after project completion

Goals:

- Centralize customer data from multiple sources into a single platform
- Enhance customer data quality and accuracy
- Enable advanced analytics and personalized marketing strategies
- Improve data governance and compliance
- Provide a scalable and secure data infrastructure
- Deliver a high-quality data hub that meets business requirements

Timeline: 12 months

Responsibilities

- Teams Involved:

- Project Management Team- Isaac Sule
- Data Engineering Team- Ogaga Obisesan
- Data Architecture Team: Sawyer Victoria
- Data Science Team – Eziefakaegho Ewere
- Data Analytics Team- Ogaga Obisesan
- Data Governance Team: Eziefakaegho Ewere
- IT Infrastructure Team: Sawyer Victoria

Deliverables

- Project Charter (PM)
- Stakeholder Analysis and Requirements Document (PM)
- Detailed Project Plan (PM)
- Data Integration Requirements Document (DEL)
 - Data Architecture Design (DA)
- Data Hub Infrastructure Plan (IT)
- Data Models and Schemas (DA)
 - Initial ETL Pipeline Design (DEL)
 - ETL Pipeline Implementation (DEL)
 - Data Storage Setup (IT)
- Data Governance Compliance Report (DGL)
- Integrated Data Sources (DEL)
- Initial Data Quality Assessment (DGL)
 - Preliminary Analytics Report (DA)
 - Enhanced ETL Pipelines (DEL)
 - Data Enrichment Processes (DS)
 - Updated Analytics Dashboard (DA)
- Advanced Predictive Models (DS)
 - Finalized Data Integration and Quality Report (DEL, DGL)
 - Enhanced BI Reports (DA)
 - Final Data Hub Report (DEL)
 - Model Performance Report (DS)
 - User Feedback Report (PM)
- Deployed Data Hub (DEL)
 - Deployment Plan and Documentation (PM)
 - Training Materials (DA)
 - Completed User Training (DA)
 - Post-Deployment Support Plan (IT)

- Final Project Report (PM)
- Project Review Report (PM)
- Lessons Learned Document (PM)
- System Handover Documentation (DEL, DA)

Communication Plan

Meetings – Mondays and Wednesdays

Communication channel- Slack, zoom and Gmail

Project schedule and timeline

Month 1-2: Project Initiation and Planning

Month 3-5: Data Architecture and Infrastructure Development

Month 6-7: Data Integration and Initial Analytics

Month 8-9: Advanced Analytics and Model Optimization

Month 10-11: Deployment and Training

Month 12: Review and Project Closure

Action Items

Milestone 1

Week 1- Week 2

- Data Engineering Lead (DEL) – Ogaga Obisesan:
 - Provide initial input on data engineering requirements and integration points.
- Data Architect (DA) – Sawyerr Victoria:
 - Assess existing data infrastructure and identify design requirements.
- Data Governance Lead (DGL) – Eziefakaegho Ewere:
 - Start drafting data governance policies and compliance requirements.
- Data Scientist (DS) – Eziefakaegho Ewere:
 - Discuss initial data science needs and predictive modeling requirements.
- Data Analyst (DA) – Ogaga obisesan:
 - Define initial key performance indicators (KPIs) and reporting needs.

Ask questions

STAND UP MEETING

Meeting Name: UCDP Project Date: Wednesday

Duration: 15 minutes

- Teams Involved:

- Project Management Team- Isaac Sule
- Data Engineering Team- Ogaga Obisesan
- Data Architecture Team: Sawyer Victoria
- Data Science Team – Eziefakaegho Ewere
- Data Analytics Team- Ogaga Obisesan
- Data Governance Team: Eziefakaegho Ewere
- IT Infrastructure Team: Sawyer Victoria

Agenda:

1. Project status update (10 minutes)

- Review of progress since last meeting
- Discussion of any roadblocks or challenges

2. Task assignments and deadlines (15 minutes)

- Review of task assignments and deadlines
- Confirmation of completion of tasks

3. Next steps and action items (10 minutes)

- Review of next steps and action items

- Week 3-4:
 - Responsibilities:
 - Isaac sule (PM):
 - Develop a comprehensive project plan with timelines, milestones, and resource allocation.
 - Establish communication and reporting channels.
 - Ogaga Obisesan (DEL):
 - Document data sources, ETL processes, and integration strategies.
 - Sawyerr Victoria (DA):
 - Create a detailed data architecture design, including data models and schemas.
 - Eziefakaegho Ewere (DGL):
 - Finalize data governance framework and compliance requirements.
 - Eziefakaegho Ewere (DS):
 - Outline the data science objectives and initial models.
 - Ogaga obisesan (DA):
 - Develop a plan for analytics and reporting.
 - Assignment of new tasks and deadlines

Meeting Objectives:

- Track project progress and identify any roadblocks or challenges
- Ensure task assignments and deadlines are clear and achievable
- Monitor data quality and governance compliance
- Review analytics and reporting progress
- Identify next steps and action items

Meeting Deliverables:

- Project status report
- Task assignment and deadline updates
- Data quality and governance report
- Analytics and reporting update
- Next steps and action item list