

Islanders Team Spring 2020: Semester Schedule and Key Deliverables

The semester schedule will be updated with more specific responsibilities once we have visibility on teams structure and composition. Deliverables are colored **blue**

Objective/Task/Deliverable	Due Date	Assigned To	Status	Comments
Week 4 (2/24 - 3/1)				
Individual Technical Deliverable	2/25	Everyone Individually	Complete	
Get sponsor call scheduled	2/25	Jack	Complete	
Define project scope and identify project plan over course of the semester	2/26	Everyone	Complete	
Establish team values/culture and collaboration streams	2/26	Everyone	In Progress	
Team Strategy Deliverable #1	2/27	Everyone	Complete	
Week 5 (3/2 - 3/8)				
Sponsor Call in class - discuss any potential budget from Islanders	3/3	Everyone	Not Started	
Work towards Objective 1a (breakdown in Objectives tab)	3/12	Everyone	In Progress	
Week 6 (3/9 - 3/15)				
Sponsor Call in class	3/10	Everyone	Not Started	
Team Technical Deliverable #1	3/12	Everyone	Not Started	
Work towards Objective 1a (breakdown on Objectives page)	3/12	Everyone	In Progress	
Make a few slides for Sam/First deliverable	3/17	Kevin, Jack	Not Started	
Begin visualizing summary statistics	3/30	Everyone	Not Started	
Week 7 (3/16 - 3/22) - Kevin and Jack gone during SIP week				
Sponsor Call in class - present slides	3/17	Everyone	Not Started	
Progress Report Deliverable	3/19	Everyone	Not Started	
Week 8 (3/23 - 3/29) - Spring Break				
Week 9 (3/30 - 4/5)				
Sponsor Call in class	3/31	Everyone	Not Started	
Begin work on Objective 1b (see objective tab for details)	4/19	Everyone	Not Started	
Individual Strategy Deliverable	4/2	Everyone Individually	Not Started	
Week 10 (4/6 - 4/12)				
Check in/Meeting with Ben Shields	4/6 -- 4/12	Everyone	Not Started	
Work on Objective 1b (see objective tab for details)	4/19	Everyone	Not Started	
Sponsor Call in class	4/9	Everyone	Not Started	
Week 11 (4/13 - 4/19)				
Sponsor Call in class	4/16	Everyone	Not Started	
Work on Objective 1b (see objective tab for details)	4/19	Everyone	Not Started	
Team Technical Deliverable #2	4/16		Not Started	
Week 12 (4/20 - 4/26)				
Team Visualization	4/23		Not Started	
Work on Objective 2a (see objective tab for details)	5/3	Everyone	Not Started	
Sponsor Call in class	4/23	Everyone	Not Started	
Week 13 (4/27 - 5/3)				
Team Communications Deliverable #2	4/30		Not Started	
Work on Objective 2a (see objective tab for details)	5/3	Everyone	Not Started	
Week 13 (5/4 - 5/10)				

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Work on Objective 2b (see objective tab for details)	5/12	Everyone	Not Started	
Week 14 (5/11 - 5/17)				
Final Presentation	5/12	Everyone	Not Started	
Work on Objective 2b (see objective tab for details)	5/12	Everyone	Not Started	
Submit Materials to Wiki-- Video, Final Report,	5/12	Everyone	Not Started	

Objectives								
Objective 1: Understand who our fans are								
1a - Calculating summary statistics and input variables								
Henry	What % of followers are actively engaging with Islanders account? (Mentions, Hashtags, Retweets, Likes)							
Kevin	Per fan, how many tweets/hashtags per game (or +1 hr before and after game)							
Dayo	What % of Islanders official tweets do they interact with? -- apply weighting for RT vs Reply vs Like							
Jack	What % Islanders beat reporters do they follow? --- manually classify 10-20 beat reporters to see who follows them							* Concerned about just finding the 'fan pages' -- classify professional vs personal accounts
Mateo	For fans that tweeted >20 times during latest game, % of all of their tweets that relate to Islanders							
1b - Applying clustering techniques, interpreting clusters								
Henry	Creating an 'average' fan-- what does that look like							
	Creating clusters for our fans relating to information in/on their profile							
Objective 2: Create strategy to better engage with fans on Twitter								
2a - Measuring Fan Interactions		Tweet Categorizations to Explore						
	Clustering by avidity, and weighting interactions by RT/Reply/Like -- what types of content are generating the most engagement? (Content, timing)	Content	Other Mentions	Media Type	Timing	Tone of Message		
	How do fans interact with home/road games?	Star-oriented (me @ players	@ beat reporters	Text only	Time of day	Informational		
	How does result of game impact interactions of fans? (Win vs Loss)	Brand-level	@ other teams	Text + photo	Time relative to g	Funny		
		Pre-game		Photo only				
		During game (goal announcement		Video only				
				Text + video				
2b - Extracting insights and making recommendations								