

Professional Portfolio & Analytics Capability Development Project

Project Charter — Version 1.0

1. Project Purpose

Develop a professional portfolio that provides prospective employers with tangible evidence of project management, business analytics, SQL, Python, data visualization, problem-solving, and operational decision-making capabilities.

The project will also serve as a structured environment for refreshing technical skills, applying project management best practices, reconstructing prior academic and professional work into portfolio-quality case studies, and establishing a long-term personal website.

2. Business Need

Current résumé materials describe experience in project management, analytics, operations, data analysis, and entrepreneurship; however, prospective employers have limited ability to directly inspect the work behind those claims.

A professional portfolio will reduce this evidence gap by providing accessible examples of:

- Project planning and execution
- SQL analysis
- Python programming
- Data cleaning and preprocessing
- Data visualization
- Business analytics
- KPI development
- Operational decision-making
- Documentation
- Requirements gathering
- Risk and issue management
- Analytical communication

The portfolio should demonstrate not only technical capability, but the ability to translate ambiguous business problems into structured, measurable deliverables.

3. Project Objective

Design, build, populate, and deploy a professional portfolio website containing a curated body of analytical, technical, project-management, academic, and operational work suitable for use during job applications, networking, interviews, and recruiter conversations.

The project will simultaneously provide a practical environment for continuing fluency in SQL and Python through applied projects rather than isolated exercises.

4. Strategic Outcomes

The completed portfolio should support applications for roles including:

- Project Manager
- Project Coordinator
- Project Analyst
- Business Analyst
- Data Analyst
- Operations Analyst
- Business Operations Analyst
- Analytics-focused project roles

The portfolio should reinforce the professional value proposition:

Structure ambiguity → identify requirements → analyze information → organize work → communicate findings → move toward measurable outcomes.

5. Project Scope

In Scope

Portfolio Website

- Personal homepage
- Professional biography/about page
- Resume page
- Project portfolio
- Journal/writing archive
- Contact information
- GitHub/project repository links
- Responsive web design
- Basic search-engine and professional-sharing readiness

Existing Project Reconstruction

Potential projects include:

- TCGplayer Inventory Data Reconciliation
- IMF Foreign Reserve Analytics
- Heart Disease Predictive Analytics
- Horizon Line Operations & Asset Analytics
- Relevant MSBA coursework
- Relevant prior UNT analytics coursework

New Technical Projects

Development of practical projects intended to reinforce:

- SQL fundamentals
- SQL joins and relational analysis
- Aggregations
- CTEs
- Subqueries
- Window functions
- Data modeling
- Python fundamentals
- pandas
- Data cleaning
- Data validation
- Automation
- Visualization
- Forecasting

- Machine learning where appropriate

Project Management Practice

Use this initiative as a practical project-management environment incorporating:

- Project Charter
- Requirements documentation
- Work Breakdown Structure
- Project schedule/roadmap
- Product/project backlog
- Risk register
- Assumption log
- Issue log
- Decision log
- Change control
- Milestone tracking
- Lessons learned
- Retrospectives
- Project closeout

Content Migration

- Inventory existing IO journal content
- Evaluate relevance
- Preserve useful historical material
- Reformat selected content
- Migrate selected material to new website

6. Out of Scope — Initial Release

The following are not required for the first deployable version:

- Complex custom web applications
- User accounts
- E-commerce
- Comment systems

- Advanced animations
- Custom content-management system development
- Extensive search-engine optimization
- Paid advertising
- Large-scale social-media strategy
- Perfect reconstruction of all historical work

These may be considered later through formal scope changes.

7. Major Deliverables

D1 — Project Management Framework

- Charter
- Requirements register
- WBS
- Roadmap
- RAID log
- backlog
- change log
- lessons-learned register

D2 — Minimum Viable Portfolio Website

- Homepage
- About
- Resume
- Projects
- Journal
- Contact

D3 — Technical Portfolio Infrastructure

- GitHub profile/repositories
- Standard project repository structure
- README template
- Case-study template

- Project documentation standard

D4 — Existing Portfolio Projects

Initial target:

1. TCGplayer Inventory Reconciliation
2. IMF Foreign Reserve Analytics
3. Heart Disease Predictive Analytics
4. Horizon Line Operations Analytics

D5 — New SQL Portfolio Projects

Initial target: **3 projects**

At minimum, projects should demonstrate progressively more advanced relational querying and business analysis.

D6 — New Python Portfolio Projects

Initial target: **3 projects**

At minimum, projects should demonstrate data manipulation, automation, analysis, and validation.

D7 — Journal Migration

- Historical content inventory
- Content selection
- Formatting
- Publication

D8 — Portfolio Launch

- Final quality review
- Mobile/desktop testing
- Resume link integration
- LinkedIn integration
- Public deployment

8. Preliminary Success Criteria

The project will be considered successful when:

- A publicly accessible professional website is deployed.
- A current résumé is available through the site.
- At least **5 substantial portfolio case studies** are published.
- At least **3 projects materially demonstrate SQL capability**.
- At least **3 projects materially demonstrate Python capability**.
- Technical projects contain accessible documentation and code where appropriate.
- Each flagship case study explains:
 - Business problem
 - Objective
 - Requirements
 - Data
 - Methodology
 - Tools
 - Analysis
 - Results
 - Business implications
 - Lessons learned
- Selected historical journal content has been migrated.
- Project-management artifacts document how the portfolio initiative was planned and executed.
- The portfolio URL is incorporated into relevant job-search materials.

9. Key Stakeholders

Project Sponsor

- J. Dylan Beckham

Project Manager

- J. Dylan Beckham

Product Owner

- J. Dylan Beckham

Primary Customers

- Hiring managers
- Recruiters
- Interviewers
- Professional networking contacts

Secondary Stakeholders

- Academic contacts
- Faculty
- Professional peers
- Prospective collaborators

Because the project owner occupies multiple project roles, decisions should be documented to reduce uncontrolled scope expansion and competing priorities.

Governance Consideration

The Project Sponsor, Project Manager, and Product Owner roles are all held by J. Dylan Beckham. Although these roles are occupied by the same individual, they should remain distinct within project documentation because they represent different responsibilities and decision perspectives.

- **Project Sponsor:** Determines whether the project continues to provide sufficient strategic value.
- **Project Manager:** Determines how approved project objectives and scope are planned, executed, monitored, and controlled.
- **Product Owner:** Determines which portfolio capabilities and deliverables provide the greatest user value and therefore receive priority.

Because these roles are consolidated within one individual, significant scope, priority, schedule, or product decisions should be documented through the Decision Log and, where appropriate, the Change-Control Process to reduce uncontrolled scope expansion, conflicting priorities, and informal decision-making.

10. High-Level Requirements

The portfolio must:

- Present a coherent professional identity.
- Be understandable by nontechnical hiring managers.
- Provide sufficient technical depth for analytics reviewers.
- Demonstrate business reasoning rather than only tool proficiency.
- Clearly identify the user's role and contribution within each project.
- Quantify outcomes wherever supportable.
- Avoid publishing proprietary, private, sensitive, or unnecessary personal data.
- Use sanitized datasets where necessary.
- Allow projects to be added incrementally.
- Remain maintainable without excessive ongoing effort.

11. Preliminary Constraints

- Portfolio development must coexist with graduate coursework.
- Portfolio development must coexist with active job searching.
- Technical skills may require refresher work before advanced projects.
- Historical project files may require reconstruction.
- Some datasets may contain information inappropriate for public release.
- Website development should not consume disproportionate time relative to portfolio content.
- Initial budget should remain minimal.

12. Preliminary Assumptions

- Existing coursework can provide source material for several projects.
- Existing operational datasets can be sanitized for portfolio use.
- GitHub can be used for technical project documentation and code.
- The website can be deployed incrementally.
- Projects do not need to be completed simultaneously.

- An MVP portfolio can provide value before the entire program is complete.

13. Preliminary Risks

Risk	Impact	Initial Response
Scope expands faster than work is completed	High	Establish MVP and backlog
Excessive focus on website design	Medium/High	Prioritize content before visual complexity
Technical refresher becomes disconnected from portfolio	High	Require practical deliverable for major exercises
Too many projects started simultaneously	High	Limit active work-in-progress
Existing data cannot be publicly shared	Medium	Sanitize or create representative datasets
Academic projects appear like simple coursework	Medium	Reframe around business problem, methodology, results, and decisions
Documentation becomes excessive	Medium	Use lightweight PM artifacts
Job search interrupts project schedule	Medium	Use modular work packages and flexible iterations
Skills projects become tutorial-like	Medium	Anchor every project to a realistic business problem

14. Project Management Approach

A **hybrid project-management approach** will be used.

Predictive elements

Used where scope and outputs can reasonably be defined:

- Charter
- High-level requirements

- Portfolio architecture
- Milestones
- WBS
- Definition of Done
- Project governance

Adaptive elements

Used for development work where requirements will evolve:

- Website development
- Portfolio case-study refinement
- SQL projects
- Python projects
- Content migration
- UI/UX improvement

Work will be managed through a prioritized backlog and short iterations.

15. Initial Project Phases

Phase 1 — Initiation & Planning

Define scope, requirements, project structure, WBS, backlog, and MVP.

Phase 2 — Portfolio Foundation

Select website architecture, establish repositories, and deploy the website skeleton.

Phase 3 — First Flagship Project

Reconstruct and publish the TCGplayer Inventory Reconciliation project.

Phase 4 — Technical Skill Development

Develop progressive SQL and Python projects.

Phase 5 — Existing Project Reconstruction

Rebuild academic and operational projects as professional case studies.

Phase 6 — Content Migration

Review and migrate selected historical writing.

Phase 7 — Portfolio Refinement

Improve presentation, documentation, accessibility, and professional messaging.

Phase 8 — Launch & Continuous Improvement

Integrate portfolio with résumé, LinkedIn, and job-search workflows while continuing to add projects.

16. Initial MVP Definition

The first usable release will contain:

- Home page
- About page
- Resume
- Projects page
- Contact capability
- GitHub connection
- One complete flagship case study
- At least one technical repository

The MVP does **not** require all planned portfolio projects to be complete.

The purpose of the MVP is to establish a functioning portfolio infrastructure that can immediately begin accumulating additional evidence of capability.

17. Project Principle

The portfolio itself is a project, and every meaningful learning activity should create an artifact that advances the project.

Learning, technical practice, project management practice, and job-search preparation should therefore reinforce one another rather than operate as separate activities.

18. Authorization

This charter authorizes initiation of detailed planning and execution activities for the Professional Portfolio & Analytics Capability Development Project.

Current Status: Approved

Charter Version: 1.0

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