

Project Planning Phase

Project Planning Template(Product Backlog,Sprint Planning,Stories,StoryPoints)

Date	30 JUNE 2025
Team ID	LTVIP2025TMID47465
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	5 Marks

Product Backlog,Sprint Schedule,and Estimation(4 Marks)

Sprint	Functional Requirment(Epic)	User Story Number	User Story/Task	Story Points	Priority	Team Members
Sprint-1	Data collection& cleaning	USN-1	As a data analyst, I want to collect and clean diverse cosmetics-related datasets	8	High	ALL
Sprint-2	EDA&Feature Engineering	USN-2	As a data analyst, I want to perform EDA on the cleaned data to identify key patterns and create relevant features	5	Medium	ALL
Sprint- 3	Tableau Dashboard-Trend Analysis	USN-3	As a marketing manager, I want a Tableau dashboard that visualizes product trend evolution	13	High	ALL
Sprint-4	Tableau Dashboard-consumer segmentation	USN-4	As a product developer, I want a Tableau dashboard that segments consumers based on their preferences and purchasing behavior so that I can tailor product development to specific groups.	13	High	ALL
Sprint-5	Tableau Dashboard-Competitive Analysis	USN-5	As a business strategist, I want a Tableau dashboard that displays competitor performance and market share insights so that I can identify market opportunities and threats.	8	Medium	ALL
Sprint-6	Dashboard Refinement & UAT	USN-6	As a project manager, I want to refine all dashboard so based on feedback and conduct UAT with stakeholders so that the insights are accurate, user-friendly, and meet business needs.	5	High	ALL
Sprint-7	Documentation & Deployment	USN-7	As a project manager, I want to document the Tableau dashboards and deploy them to the target environment so that users can effectively utilize and maintain them.	3	Medium	ALL

Project Tracker,Velocity&,Burndown Chart:(4 Marks)

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date	Story Points Committed	Sprint Release Date
Sprint-1	8	1 Week	24 Feb 2025	03 Mar 2025	8	03 Mar 2025
Sprint-2	5	1 Week	03 Mar 2025	10 Mar 2025	5	10 Mar 2025
Sprint-3	13	1 Week	10 Mar 2025	17 Mar 2025	13	17 Mar 2025
Sprint-4	13	1 Week	17 Mar 2025	24 Mar 2025	13	24 Mar 2025
Sprint-5	8	1 Week	24 Mar 2025	31 Mar 2025	8	31 Mar 2025