Project Design Phase-II
Data Flow Diagram & User Stories

Date	21 October 2023
Team ID	NM2023TMID07518
Project Name	Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media
Maximum Marks	4 Marks

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.
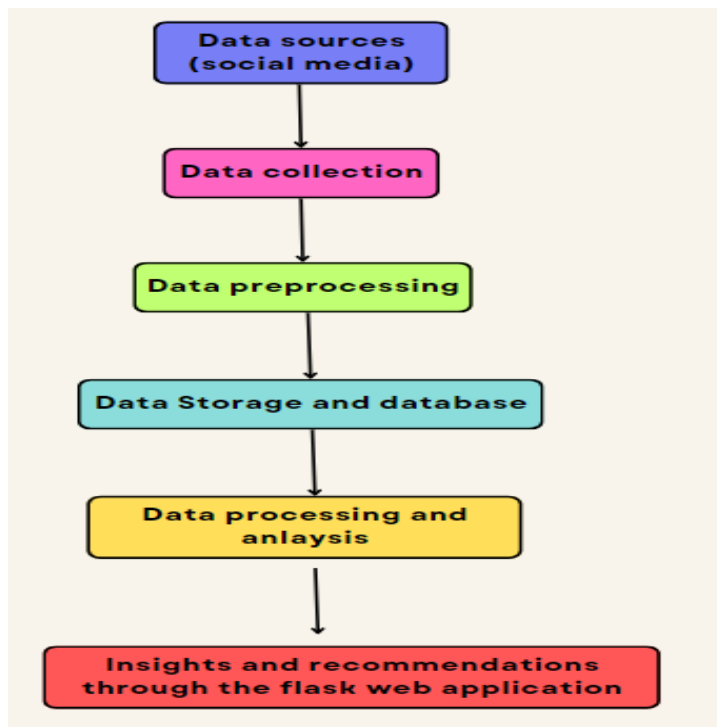
USER STORIES

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance Criteria	Priority	Release
Social Media Analysts	Data Collection and Ingestion	1	Log in to the social media analysis site.	- User authentication system is in place and functional.	High	sprint 1
		2	Import data from various social media platforms.	- Data can be successfully imported from Twitter, Facebook, Instagram, and other major platforms.	High	sprint 1
	Data Preprocessing and Cleaning	3	Define custom data filters for data refinement.	- Filters should allow data refinement based on date, keywords, and specific social media profiles.	High	sprint 1
	Data Storage and Database	4	Store data in a structured database.	- Data should be securely stored with appropriate access controls.	High	sprint 1

		5	Index data for efficient retrieval.	- Data should be indexed to ensure quick and efficient retrieval.	High	sprint 1
	Data Processing and Analysis	6	Perform sentiment analysis on user-generated content.	- System should provide sentiment scores and categorize content as positive, negative, or neutral.	High	sprint 2
		7	Track user engagement metrics (e.g., likes, shares).	- Engagement metrics should be displayed clearly, allowing for easy analysis.	High	sprint 2
Marketing Managers	Data Processing and Analysis	8	Access reports on social media campaign performance.	- Reports should include relevant metrics, trends, and insights specific to marketing campaigns.	High	sprint 2
		9	Export reports in PDF or Excel format for sharing.	- Exported reports should be well-formatted and easily shareable with stakeholders.	High	sprint 2

		10	Set up automated alerts for specific social media events.	- Alerts should trigger when predefined criteria are met, and notifications should be sent.	High	sprint 2
		11	Discover trending topics and hashtags in real-time.	- The system should provide real-time insights into trending topics on social media.	High	sprint 2
Social Media Users	Personalized Content Curation	12	Access a public dashboard with social media trends.	- The dashboard should be accessible without the need for user authentication.	High	sprint 2
		13	Search for trending content and popular hashtags.	- Search results should be relevant and up-to-date, reflecting real-time trends.	High	sprint 2
	Data Visualization and Reporting	14	View visualizations and infographics simplifying data.	- Visualizations and infographics should be easy to understand and provide valuable insights.	High	Sprint 2

		15	Receive content and account recommendations.	Recommendations should be based on user interactions and preferences to enhance the user experience.	High	Sprint2