Project Design Phase-II
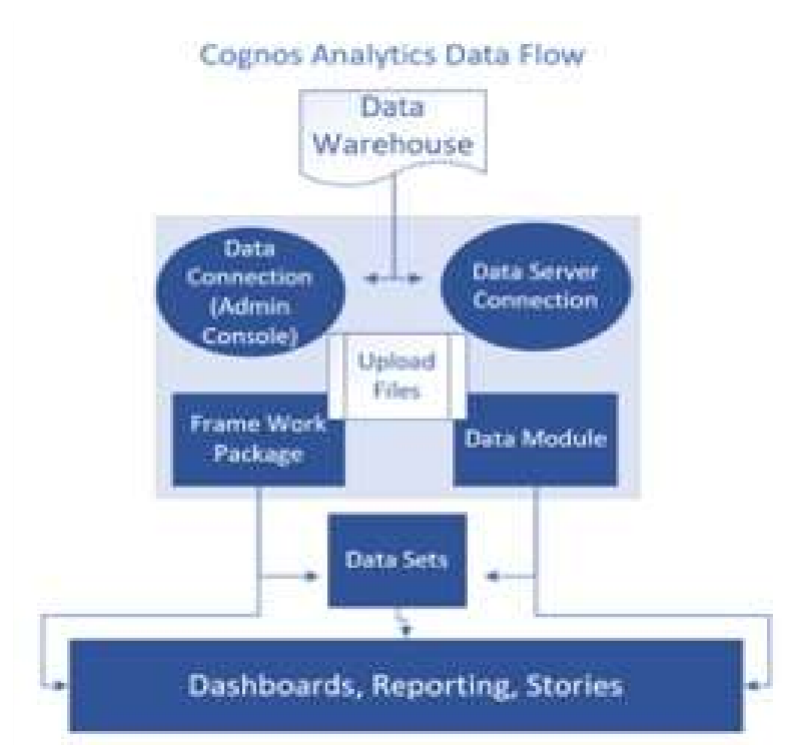# Data Flow Diagram & User Stories

Date	03 October 2022
Team ID	04C93D061AC5A71A7884B9FAEA1A337E
Project Name	Analysing The Performance & Efficiency of The Radisson Hotels
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 rightamount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

DATA FLOW DIAGRAMS :

User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
MarketingManager	Data Analysis Capability	US001	As a Marketing Manager, I want to access IBM Cognos Analytics to perform data analysis for .	- Log in to IBM Cognos Analytics. - Import marketing campaign data. - Analyze data to identify trends and insights.	High	Sprint 1.0
Data Analyst	Data Visualization	US002	As a Data Analyst, I want to create data visualizations in IBM Cognos Analytics for marketing campaigns.	- Access data in IBM Db2. - Create informative visualizations. - Customize dashboards.	High	Sprint 1.0
IT Specialist	Data Security and Integration	US003	As an IT Specialist, I want to ensure data security and smooth integration of IBMCognos Analytics with IBM Db2.	- Configure secure data access. - Monitor data integration. - Implement data security measures.	High	Sprint 1.0
Finance Team	Budget Optimization	US004	As a member of the Finance Team, I want to utilize data insights to optimize marketing campaign budgets.	- Access data-driven budget insights. - Analyzespending patterns. - Allocate budget efficiently.	Medium	Sprint 1.1
Compliance Officer	Data Privacy Compliance	US005	As a Compliance Officer, I want to ensure legal data handling and GDPR compliance when using IBM Cognos Analytics and IBM Db2.	- Implement data privacy measures. - Monitor GDPR compliance. - Protect customer data.	High	Sprint 1.0
Project Manager	Project Coordination	US006	As a Project Manager, I want to coordinate the efforts of the team to implement data analysis for marketing campaigns successfully.	- Define project milestones. - Coordinatedata analysis tasks. - Monitor project progress.	High	Sprint 1.0
Customer Support	Improved User Experience	US007	As a Customer Support representative, I want to gather customer feedback and use data insights to enhance user experiences.	- Collect customer feedback. - Address concerns effectively. - Improve user satisfaction.	Medium	Sprint 1.1
CEO/Manag ement	Alignment with Goals	US008	As CEO/Management, we want to ensure thatdata analysis aligns with our company goals and supports informed decision-making.	- Review data analysis strategy. - Assess the alignment with goals. - Support strategic decisions.	High	Sprint 1.0

Sales Team	Data-Driven Sales	US009	As a member of the Sales Team, I want to leverage data insights from data analysis to convert leads into sales effectively.	- Utilize data-driven insights. - Convert leads successfully. - Collaborate with the marketing team.	Medium	Sprint 1.1