

## Project Planning Phase

### Project Planning Template (Product Backlog, Sprint Planning, Stories, Story points)

Date	21 October 2023
Team ID	NM2023TMID07102
Project Name	Leveraging Data Analysis For Optimal Marketing
Maximum Marks	8 Marks

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

Use the below template to create product backlog and sprint schedule

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint 1	Data Collection	US001	As a Marketing Manager, I want to access IBM Cognos Analytics to collect data for campaign analysis.	5	High	UdayaKumar, Samuel, Sakthiman, Sabari
	Data Integration	US002	As a Data Analyst, I want to integrate data from various sources into IBM Db2.	8	High	Sriram, Surya
	Data Security	US003	As an IT Specialist, I want to ensure secure data access and encryption during integration.	5	High	UdayaKumar, Samuel
Sprint 2	Data Transformation	US004	As a Data Analyst, I want to clean and transform data for accurate analysis.	8	High	Sakthiman Sabari
	Data Analysis	US005	As a Data Analyst, I want to use IBM Cognos Analytics to analyze marketing campaign data.	8	High	UdayaKumar
	Data Visualization	US006	As a Data Analyst, I want to create data visualizations to represent campaign insights.	5	High	Sriram, Surya
Sprint 3	Data Presentation	US007	As a Marketing Manager, I want to view dashboards with campaign insights and trends.	3	High	UdayaKumar
	Decision-Making	US008	As a Marketing Manager, I want to make data-informed decisions for campaign optimization.	5	High	Samuel
	Compliance and Privacy	US009	As a Compliance Officer, I want to ensure GDPR compliance in data handling.	5	High	Sakthiman Sabari

Sprint 4	Budget Optimization	US010	As a Finance Team member, I want to use data insights to optimize campaign budgets.	8	Medium	Sakthiman Sabari
	Customer Feedback Analysis	US011	As a Customer Support representative, I want to analyze customer feedback data.	5	Medium	Sriram
	Real-Time Insights	US012	As a Marketing Manager, I want to access real-time marketing campaign insights.	3	Medium	Surya
Sprint 5	Collaboration Tools Integration	US013	As a Project Manager, I want to integrate collaboration tools for team communication.	3	Medium	UdayaKumar
	Mobile Compatibility	US014	As a User, I want the application to be accessible on mobile devices for convenience.	3	Medium	Samuel
	Data Backup and Recovery	US015	As an IT Specialist, I want to implement data backup and recovery solutions.	5	Medium	Sakthiman Sabari
Sprint 6	User Training	US016	As a Project Manager, I want to conduct user training and provide resources.	3	Low	Surya
	Performance Optimization	US017	As an IT Specialist, I want to optimize application performance for faster data analysis.	5	Low	Sriram
	Integration with Marketing Tools	US018	As a Marketing Manager, I want to integrate the application with marketing automation tools.	5	Low	Surya

#### Velocity:

Imagine we have a 10-day sprint duration, and the velocity of the team is 20 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

$$AV = \frac{\text{sprint duration}}{\text{velocity}} = \frac{20}{10} = 2$$

## Burndown Chart:

A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.



