

# Project Planning Phase

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

|               |  |
|---------------|--|
| Date          | 26 June 2025   |
| Team ID       | LTVIP2025TMID48676   |
| Project Name  | Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights. |
| Maximum Marks | 5 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   |
|--------|---|-------------------|---|--------------|----------|--|
| US01   | The system shall import and preprocess cosmetics data   | US01              | As a data analyst, I want to clean and preprocess cosmetics sales data      | 5            | High     | Hima Sri N, Gajula Anjani, Daram Lowkya, Garre Vagdevi |
| US02   | The system shall allow users to visualize consumer preferences  | US02              | As a dashboard user, I want to filter sales data by city, product, and date | 8            | High     | Hima Sri N, Gajula Anjani, Daram Lowkya, Garre Vagdevi |
| US03   | The dashboard shall display product-wise and category-wise sales performance over selected time periods.      | US03              | As a marketer, I want to view consumer preferences in a word cloud          | 5            | Medium   | Hima Sri N, Gajula Anjani, Daram Lowkya, Garre Vagdevi |
| US04   | The system shall identify and highlight negative feedback trends using charts and sentiment-based indicators. | US04              | As a QA lead, I want to identify spikes in negative product reviews         | 8            | High     | Hima Sri N, Gajula Anjani, Daram Lowkya, Garre Vagdevi |
| US05   | The dashboard shall provide interactive visualizations  | US05              | As a strategist, I want to analyze product success trends using forecasts   | 8            | Medium   | Hima Sri N, Gajula Anjani, Daram Lowkya, Garre Vagdevi |

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

| Sprint   | Total Story Points | Duration | Sprint Start Date | Sprint End Date (Planned) | Story Points Completed (as on Planned End Date) | Sprint Release Date (Actual) |
|----------|--------------------|----------|-------------------|---------------------------|---|------------------------------|
| Sprint-1 | 6                  | 2 days   | 15-06-25          | 17-06-25                  | 5   | 25-06-25                     |
| Sprint-2 | 8                  | 1 day    | 17-06-25          | 18-06-25                  | 5   | 25-06-25                     |
| Sprint-3 | 10                 | 3 days   | 19-06-25          | 21-06-25                  | 6   | 25-06-25                     |
| Sprint-4 | 5                  | 2 days   | 23-06-25          | 25-06-25                  | 5   | 25-06-25                     |

#### 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.

<https://www.visual-paradigm.com/scrum/scrum-burndown-chart/>

<https://www.atlassian.com/agile/tutorials/burndown-charts>

#### Reference:

- <https://www.tableau.com/learn/training>
- <https://www.kaggle.com/datasets>
- <https://www.makeovermonday.co.uk/>
- <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/beauty-industry-trends>
- [https://public.tableau.com/app/profile/kiran.raja/viz/CosmeticsSalesAnalysis\\_16928673901190/Dashboard1](https://public.tableau.com/app/profile/kiran.raja/viz/CosmeticsSalesAnalysis_16928673901190/Dashboard1)