Project Design Phase-II
Data Flow Diagram & User Stories

Date	19 October 2023
Team ID	F2BEA786281DD78B21C41368068D4989
Project Name	Leveraging data analysis for optimal marketing campaign success
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.
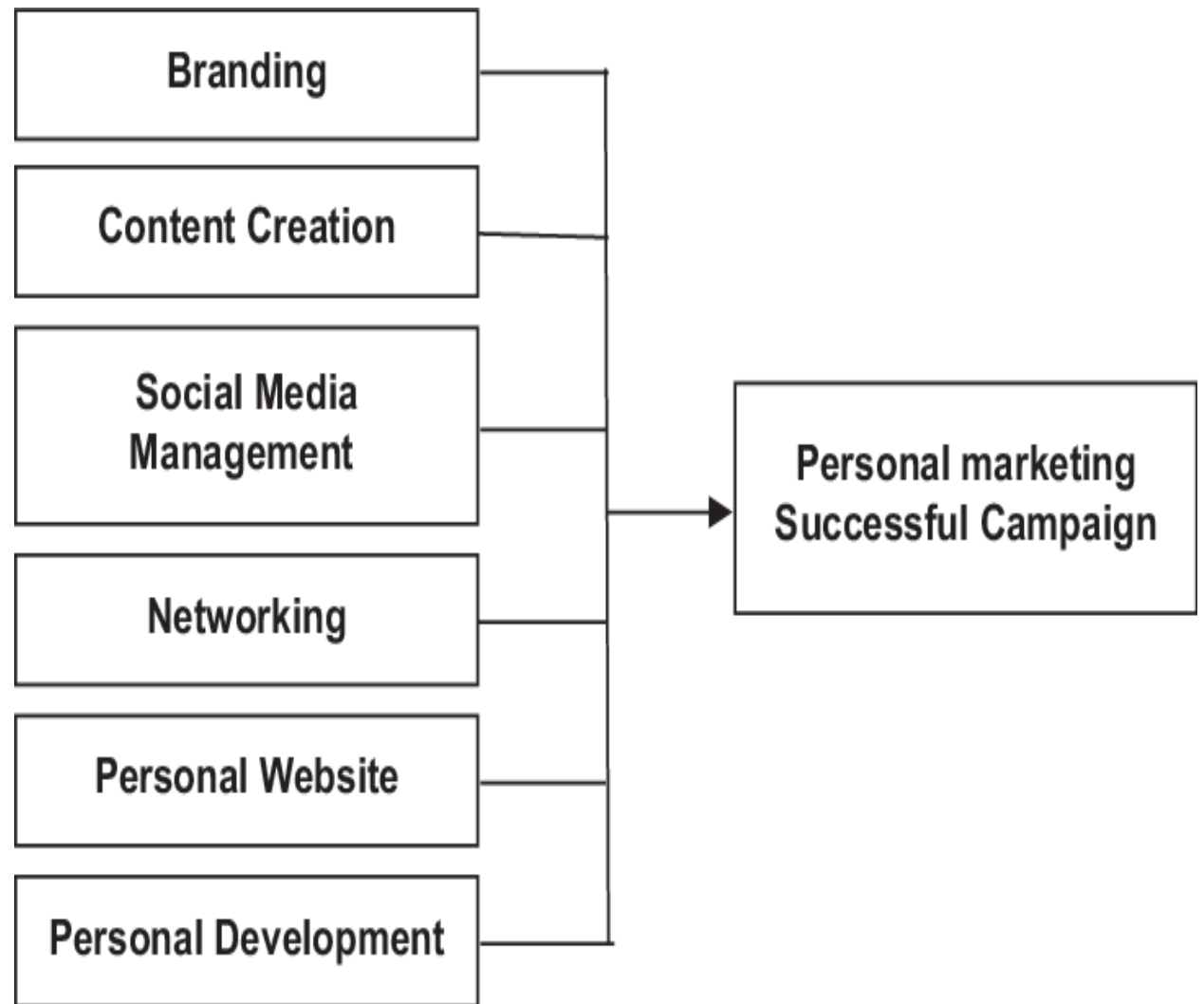
Example: (Simplified)
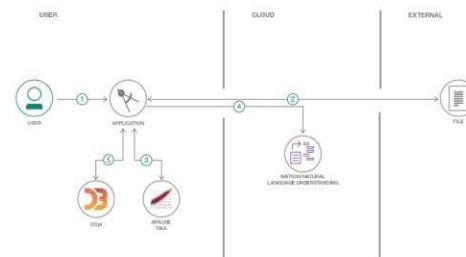
1. User configures credentials for the Watson Natural Language Understanding service and starts the app.
2. User selects data file to process and load.
3. Apache Tika extracts text from the data file.
4. Extracted text is passed to Watson NLU for enrichment.
5. Enriched data is visualized in the UI using the D3.js library.

DATA FLOW DIAGRAM

Branding

Content Creation

Social Media Management

Networking

Personal Website

Personal Development

→ **Personal marketing Successful Campaign**

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
PUBLIC	Checking and analysing the marketing information	USN-1	As a marketing manager, I want to analyze customer purchase history to identify cross-selling opportunities and improve our upsell strategy, so we can increase the average order value and boost revenue.	I can analyse performance metrics	o/1	
		USN-2	Public users marketing manager want to analyze website traffic and content engagement data to determine which topics and formats are most effective in attracting and retaining visitors, thus guiding our content creation efforts.		0/1	
		USN-3	As an e-commerce site owner, I want to utilize data analysis to track and predict customer behavior, such as cart abandonment patterns, so we can implement effective retargeting strategies and reduce abandoned carts.		0/1	
	Dashboard					
System Administrator			As a system administrator, I want to collaborate with the data analytics team to set up data pipelines and ETL processes to consolidate marketing data from various sources for analysis.			