

## Project Planning Phase

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

Date	21 October 2023
Team ID	F2BEA786281DD78B21C41368068D4989
Project Name	Leveraging data analysis for optimal marketing campaign success
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	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	2	High	
Sprint-1	Login	USN-2	As a user, I will receive confirmation email once I have registered for the application	1	High	
Sprint-2	Dashboard	USN-3	As a user, I can register for the application through Facebook	2	Low	
Sprint-1	Story	USN-4	As a user, I can register for the application through Gmail	2	Medium	
Sprint-1	Report	USN-5	As a user, I can log into the application by entering email & password	1	High	

**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	20	6 Days	24 Sep 2023	29 Sep 2022	20	29 Oct 2022
Sprint-2	20	6 Days	31 Sep 2023	05 Sep 2022		
Sprint-3	20	6 Days	07 Oct 2023	12 Oct 2022		
Sprint-4	20	6 Days	20 oct 2023	20 Oct 2022		

**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.atlassian.com/agile/project-management>

<https://www.atlassian.com/agile/tutorials/how-to-do-scrum-with-jira-software>

<https://www.atlassian.com/agile/tutorials/epics>

<https://www.atlassian.com/agile/tutorials/sprints>

<https://www.atlassian.com/agile/project-management/estimation>

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