Project Design Phase-II
Data Flow Diagram
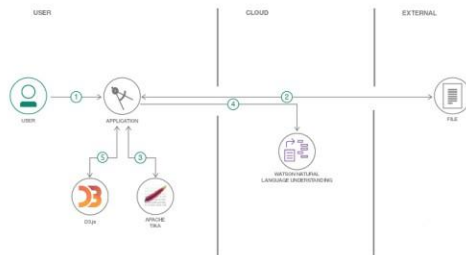
Date	12.10.2023
Team ID	NM2023TMID06081
ProjectName	LEAVERAGING DATA ANALAYSIS FOR OPTIMAL MARKETING CAMPAIGN SUCEESS
MaximumMarks	4Marks

DataFlowDiagrams:

ADataFlowDiagram(DFD)isatraditionalvisualrepresentationoftheinformationflowswithinasystem.Aneat andclearDFDcandepicttheright amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.
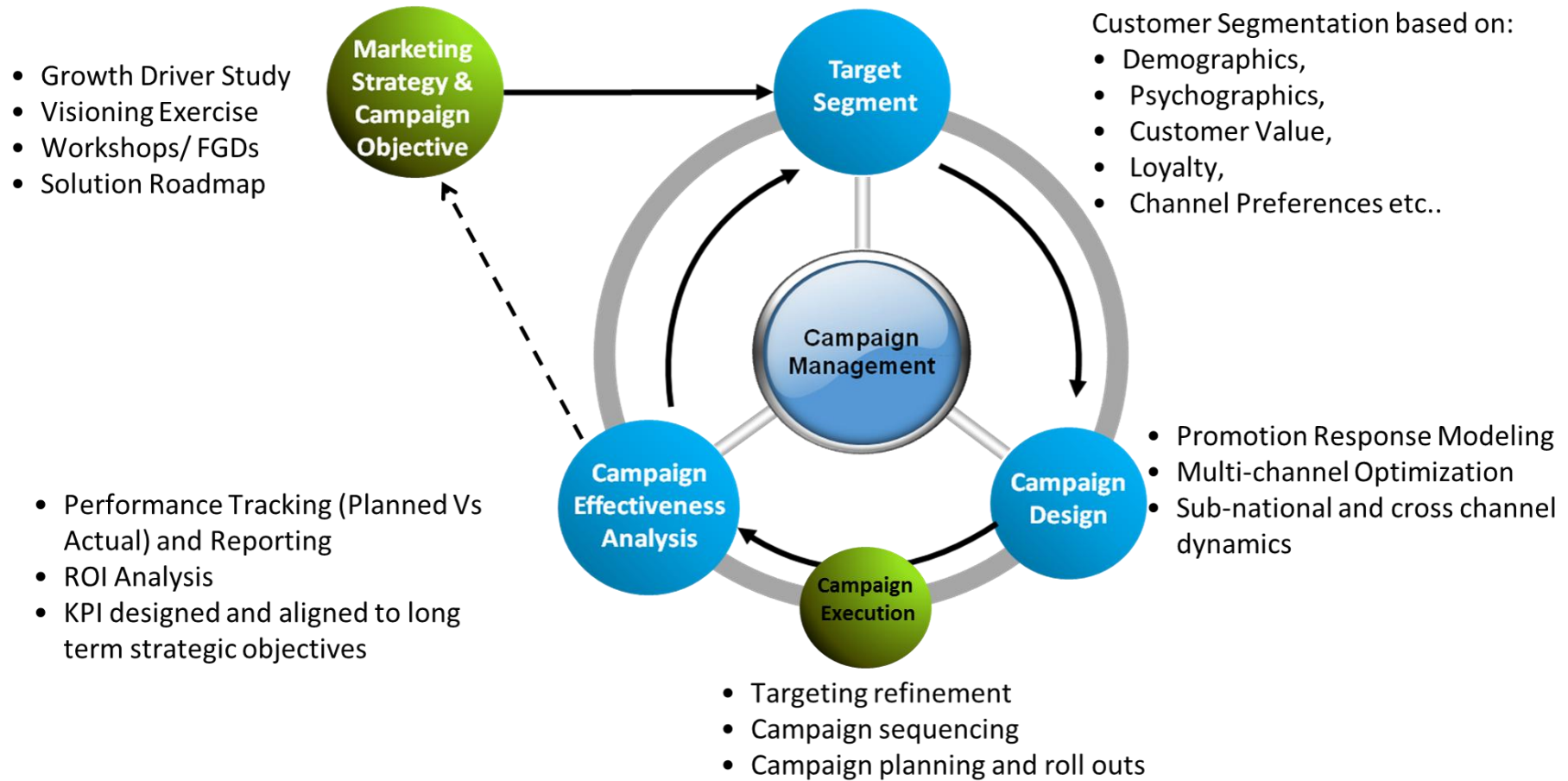
Example:(Simplified)

Flow

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.

Example:DFDLevel0(IndustryStandard)

- Growth Driver Study
- Visioning Exercise
- Workshops/ FGDs
- Solution Roadmap

Marketing Strategy & Campaign Objective

Target Segment

Customer Segmentation based on:
- Demographics,
- Psychographics,
- Customer Value,
- Loyalty,
- Channel Preferences etc..

Campaign Management

Campaign Design

- Promotion Response Modeling
- Multi-channel Optimization
- Sub-national and cross channel dynamics

Campaign Effectiveness Analysis

- Performance Tracking (Planned Vs Actual) and Reporting
- ROI Analysis
- KPI designed and aligned to long term strategic objectives

Campaign Execution

- Targeting refinement
- Campaign sequencing
- Campaign planning and roll outs

User Stories

Usethebelowtemplatetolistalltheuserstoriesforthe product.

UserType	Functional Requirement (Epic)	UserStory Number	UserStory/Task	Acceptancecriteria	Priority	Release
Customer (Mobileuser)	Registration	USN-1	Asauser,Icanregisterfortheapplicationby entering my email,password,andconfirming my password.	Icanaccessmyaccount/ dashboard	High	Sprint-1
		USN-2	Asauser,Iwillreceiveconfirmationemail once I have registered for the application	Icanreceiveconfirmation email & click confirm	High	Sprint-1
		USN-3	Asauser,Icanregisterfortheapplication through Facebook	Icanregister&accessthe dashboard with Facebook Login	Low	Sprint-2
		USN-4	Asauser,Icanregisterfortheapplication through Gmail		Medium	Sprint-1
	Login	USN-5	Asauser,Icanlogintotheapplicationby entering email & password		High	Sprint-1
	Dashboard					
Customer(Web user)						
CustomerCare Executive						
Administrator						