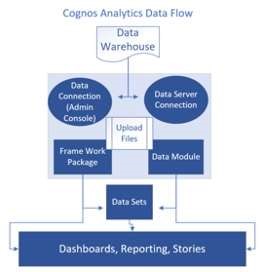
**Project Design Phase-II Data Flow Diagram & User Stories**

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| --- | --- |
| Date | 03 November 2023 |
| Team ID | NM2023TMID04353 |
| Project Name | Competitive Analysis of Leading Travel Aggregators |
| 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.



**User Stories**

Use the below template to list all the user stories for the product.

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| --- | --- | --- | --- | --- | --- | --- |
| **User Type** | **Functional**  **Requirement (Epic)** | **User Story Number** | **User Story / Task** | **Acceptance criteria** | **Priority** | **Release** |
| Data Analyst | Data Analysis Capability | US001 | As a Data Analyst, I want to access  IBM Cognos Analytics to perform data analysis for campaign success. | - Log in to IBM Cognos Analytics. - Import marketing campaign data. - Analyze data to identify trends and insights. | High | Sprint 1.0 |
| Data Analyst | Data Visualization | US002 | As a Data Analyst, I want to create data visualizations in IBM Cognos Analytics for marketing campaigns. | - Access data in IBM Db2. - Create informative visualizations. -  Customize dashboards. | High | Sprint 1.0 |
| IT Specialist | Data Security and Integration | US003 | As an IT Specialist, I want to ensure data security and smooth integration of IBM Cognos Analytics with IBM Db2. | - Configure secure data access. - Monitor data integration. - Implement data security measures. | High | Sprint 1.0 |
| Finance Team | Budget  Optimization | US004 | As a member of the Finance Team, I want to utilize data insights to optimize marketing campaign budgets. | - Access data-driven budget insights. - Analyze spending patterns. Allocate budget efficiently. | Medium | Sprint 1.1 |
| Compliance  Officer | Data Privacy Compliance | US005 | As a Compliance Officer, I want to ensure legal data handling and GDPR compliance when using IBM Cognos Analytics and IBM Db2. | - Implement data privacy measures. - Monitor  GDPR compliance. Protect customer data. | High | Sprint 1.0 |
| Team  Leader | Project  Coordination | US006 | As a Team leader, I want to coordinate the efforts of the team to implement data analysis for LinkedIn campaigns successfully. | - Define project milestones. - Coordinate data analysis tasks. Monitor project progress. | High | Sprint 1.0 |
| Customer Support | Improved User Experience | US007 | As a Customer Support representative, I want to gather customer feedback and use data insights to enhance user experiences. | - Collect customer feedback. - Address concerns effectively. Improve user satisfaction. | Medium | Sprint 1.1 |
| CEO/Manag ement | Alignment with Goals | US008 | As CEO/Management, we want to ensure that data analysis aligns with our channel goals and supports informed decision-making. | - Review data analysis strategy. - Assess the alignment with goals. Support strategic decisions. | High | Sprint 1.0 |