

Project Planning Phase

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

Date	15 February 2026
Team ID	LTVIP2026TMIDS74272
Project Name	Cosmetics Insights: Navigating Cosmetics Trends and consumer insights with tableau
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	Data Source Setup	USN-1	As a data analyst, I can connect cosmetics data sources (CSV, Excel, CRM exports) to Tableau Desktop.	3	High	Alice, Bob
Sprint-1	Data Preprocessing	USN-2	As a data analyst, I can clean data in Tableau Prep — remove duplicates, handle null values, and standardize field formats.	3	High	Alice
Sprint-1		USN-3	As a data analyst, I can split the combined Brand+Product column and normalize ingredient name formats.	2	Low	Bob
Sprint-1	Unified Data Model	USN-4	As a data analyst, I can create a unified data model in Tableau joining reviews, sales, and product tables.	2	Medium	Alice, Carol
Sprint-2	Consumer Preference Dashboard	USN-5	As a marketing manager, I can view a line/area chart showing ingredient and category interest trends from 2018–2024	3	High	Carol
Sprint-2		USN-6	As a marketing manager, I can filter the preference dashboard by product category, brand, and date range.	2	High	Bob, Carol
Sprint-2	Sentiment Analysis	USN-7	As a marketing manager, I can view a bubble chart comparing positive vs. negative review sentiment scores by brand.	2	Medium	Carol

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-2	Calculated Fields	USN-8	As a data analyst, I can create calculated fields: Avg Rating, Sentiment Score, YoY Sales Growth, Price Tier, and Market Share %.	3	High	Alice
Sprint-3	Product Safety Dashboard	USN-9	As a product manager, I can view a heat map of flagged ingredients (e.g., Paraben, SLS) by brand and severity level.	3	High	Bob
Sprint-3		USN-10	As a product manager, I can view a filled geographic map showing product safety concern distribution by region (US, EU, APAC).	2	High	Carol,Dave
Sprint-3	Market Analysis Dashboard	USN-11	As a business analyst, I can view a treemap showing brand market share by revenue category	2	Medium	Dave
Sprint-4		USN-12	As a business analyst, I can view a scatter plot showing price vs. consumer rating correlation with a trend line.	2	Medium	Dave
Sprint-3	Filters	USN-13	As a user, I can filter all dashboards by product category, brand, date range, price tier, rating, ingredient, and region.	1	Low	Bob
Sprint-4	Predictive / Forecast Dashboard	USN-14	As a product director, I can view a dual-axis chart comparing historical sales with trend forecasts for upcoming quarters.	4	High	Alice,Dave
Sprint-4		USN-15	As a product director, I can view an innovation opportunity matrix identifying whitespace categories based on trend data.	3	High	Alice
Sprint-4	Tableau Story Design	USN-16	As a stakeholder, I can navigate the 'Consumer Insights Journey' Tableau Story with 5 scenes covering preference trends.	3	Medium	Carol
Sprint-4		USN-17	As a stakeholder, I can navigate the 'Product Safety & Quality' Tableau Story with 4 scenes on safety concerns.	2	Medium	Carol
Sprint-4		USN-18	As a stakeholder, I can navigate the 'Innovation & Market Opportunity' Tableau Story with 6 scenes on forecasts.	2	Medium	Carol
Sprint-4	Deployment & Testing	USN-19	As an admin, I can publish all 8 dashboards to Tableau Server with role-based access control (RBAC) configured.	3	High	Alice,Bob
Sprint-4		USN-20	As an admin, I can verify all dashboard load times are under 3 seconds and all 12 filters function correctly.	2	High	Bob,Dave

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	4 Feb 2026	7 Feb 2026	20	7 Feb 2026
Sprint-2	20	6 Days	8 Feb 2026	11 Feb 2026	18	12 Feb 2026
Sprint-3	20	6 Days	12 Feb 2026	15 Feb 2026	20	15 Feb 2026
Sprint-4	20	6 Days	16 Feb 2026	18 Feb 2026	20	18 Feb 2026

Velocity:

Imagine we have a 6-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).

$$\text{AV} = \frac{\text{velocity}}{\text{sprint duration}} = \frac{20}{6} \approx 3.33 \text{ story points / day}$$

(For 6-day sprint: $AV = 20 \div 6 \approx 3.33$ points/day)

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. The chart below shows the ideal vs actual burndown for the Cosmetic Insights project across all 4 sprints.

Sprint Burndown Data:

Sprint	Day	Ideal Remaining (pts)	Actual Remaining (pts)	Status
Sprint-1	Day 0	80	80	On Track
Sprint-1	Day 6	60	60	On Track
Sprint-2	Day 12	40	42	Slightly Behind
Sprint-3	Day 18	20	22	Recovered
Sprint-4	Day 24	0	2	Completed

Burndown Grid (Ideal vs Actual Story Points Remaining):

Circle (O) = Ideal trajectory | Dot (●) = Actual progress | I+A = Ideal and Actual overlap

[illegible]

Total Story Points	Sprints Completed	Avg Velocity	Avg Points/Day
80 pts	4 Sprints	20 pts / sprint	≈ 3.33 pts / day