Project Planning Phase

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

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS42279
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	8 Marks

Product Backlog, Sprint Schedule, and Estimation (4 Marks)

The product backlog defines the list of functional requirements, user stories, and tasks required to successfully develop the product placement analytics system. The backlog was created by identifying core features such as data integration, data preparation, visualization development, dashboard interaction, reporting, and system deployment.

Sprint planning was conducted to organize development activities into manageable iterations, ensuring systematic progress and timely completion of project milestones. Each sprint includes prioritized user stories with assigned story points based on complexity and effort estimation.

The sprint schedule ensures that high-priority features such as data processing, visualization creation, and dashboard functionality are implemented first, followed by advanced features like story creation, performance optimization, and web integration using Flask. Visualization development using Tableau forms a major component of the backlog as it delivers the core analytical functionality of the system.

The backlog helps maintain clarity in development tasks, supports effective resource allocation, and ensures alignment with project objectives and deliverables.

Project Tracker, Velocity & Burndown Chart: (4 Marks)

Project tracking is used to monitor progress across different sprints and evaluate the completion of planned tasks. Story points completed at the end of each sprint provide insights into team productivity and help measure progress against planned timelines.

Velocity represents the average number of story points completed per sprint and helps estimate future workload capacity. Monitoring team velocity allows for better sprint planning and helps ensure realistic workload distribution across iterations.

The burndown chart is used to visualize the amount of remaining work versus time, providing a clear view of project progress and helping identify potential delays early. It supports agile project management by enabling continuous monitoring and timely adjustments to ensure project completion within the planned schedule.

Together, project tracking metrics such as sprint progress, velocity, and burndown charts provide transparency, improve planning accuracy, and support effective project management throughout the development lifecycle.