**Project Planning Phase**

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

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| --- | --- |
| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID48676 |
| Project Name | Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights. |
| Maximum Marks | 5 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** |
| US01 | The system shall import and preprocess cosmetics data | US01 | As a data analyst, I want to clean and preprocess cosmetics sales data | 5 | High | Hima Sri N,   Gajula Anjani,  Daram Lowkya,   Garre Vagdevi |
| US02 | The system shall allow users to visualize consumer preferences | US02 | As a dashboard user, I want to filter sales data by city, product, and date | 8 | High | Hima Sri N,   Gajula Anjani,  Daram Lowkya,   Garre Vagdevi |
| US03 | The dashboard shall display product-wise and category-wise sales performance over selected time periods. | US03 | As a marketer, I want to view consumer preferences in a word cloud | 5 | Medium | Hima Sri N,   Gajula Anjani,  Daram Lowkya,   Garre Vagdevi |
| US04 | The system shall identify and highlight negative feedback trends using charts and sentiment-based indicators. | US04 | As a QA lead, I want to identify spikes in negative product reviews | 8 | High | Hima Sri N,   Gajula Anjani,  Daram Lowkya,   Garre Vagdevi |
| US05 | The dashboard shall provide interactive visualizations | US05 | As a strategist, I want to analyze product success trends using forecasts | 8 | Medium | Hima Sri N,   Gajula Anjani,  Daram Lowkya,   Garre Vagdevi |

**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 | 6 | 2 days | 15-06-25 | 17-06-25 | 5 | 25-06-25 |
| Sprint-2 | 8 | 1 day | 17-06-25 | 18-06-25 | 5 | 25-06-25 |
| Sprint-3 | 10 | 3 days | 19-06-25 | 21-06-25 | 6 | 25-06-25 |
| Sprint-4 | 5 | 2 days | 23-06-25 | 25-06-25 | 5 | 25-06-25 |

**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)



**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](https://www.visual-paradigm.com/scrum/what-is-agile-software-development/) methodologies such as [Scrum](https://www.visual-paradigm.com/scrum/scrum-in-3-minutes/). 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.visual-paradigm.com/scrum/scrum-burndown-chart/)

[**https://www.atlassian.com/agile/tutorials/burndown-charts**](https://www.atlassian.com/agile/tutorials/burndown-charts)

**Reference:**

* <https://www.tableau.com/learn/training>
* <https://www.kaggle.com/datasets>
* <https://www.makeovermonday.co.uk/>
* <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/beauty-industry-trends>
* <https://public.tableau.com/app/profile/kiran.raja/viz/CosmeticsSalesAnalysis_16928673901190/Dashboard1>