

Project Design Phase-II Data Flow Diagram & User Stories

Date	03 October 2022
Team ID	NM2023TMID08278
Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success
Maximum Marks	4 Marks

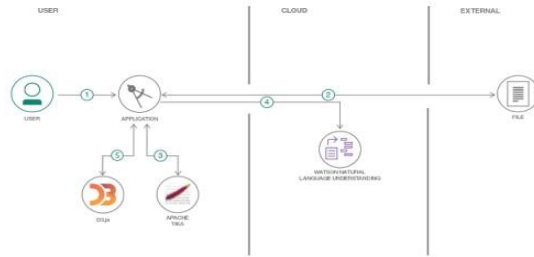
Data Flow Diagrams:

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.

Example: DFD Level 0 (Industry Standard)

Example: (Simplified)

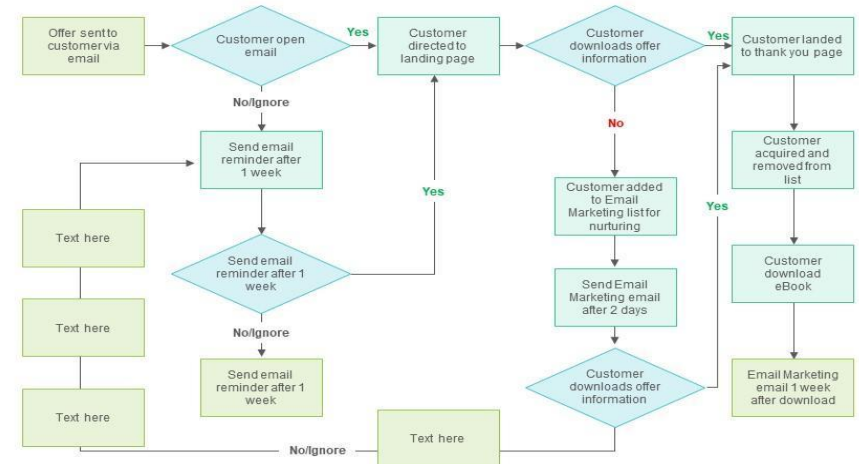
Flow



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.

Email Marketing Campaign Flowchart for New Customer Acquisition

This slide is 100% editable. Adapt it to your need and capture your audience's attention.



User Stories

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

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer (Mobile user)	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	I can access my account / dashboard	High	Sprint-1
		USN-2	As a user, I will receive confirmation email once I have registered for the application	I can receive confirmation email & click confirm	High	Sprint-1
		USN-3	As a user, I can register for the application through Facebook	I can register & access the dashboard with Facebook Login	Low	Sprint-2
		USN-4	As a user, I can register for the application through Gmail		Medium	Sprint-1

	Login	USN-5	As a user, I can log into the application by entering email & password		High	Sprint-1
	Dashboard					
Customer (Web user)						
Customer Care Executive						
Administrator						