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

Date	18 October 2022
Team ID	8BBAC712F66ACA4828C4187FC79B6FAB
Project Name	Leveraging Data Analysis for Optimal Marketing Campaign Success
Maximum Marks	8 Marks

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

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint - 1	Customer Segmentation	US001	As a marketing manager, I want to analyze customer demographic data to segment our audience effectively so that we can create personalized campaigns and improve conversion rates.	8	High	Data Analyst, Marketing Manager
Sprint - 2	Content Performance Analysis	US002	As a data analyst, I want to track user engagement on our website to identify the most popular content so that we can prioritize creating similar content for our marketing campaigns.	5	High	Data Analyst, Web Developer
Sprint - 1	A/B Testing Implementation	US003	As a marketing team lead, I want to implement A/B testing on our email campaigns to determine which subject lines and content resonate best with our subscribers so that we can improve our open and click-through rates.	8	Medium	Marketing Manager, Data Analyst
Sprint - 2	Trend Analysis	US004	As a content writer, I want access to real-time data on trending topics and keywords relevant to our industry so that I can create content that capitalizes on current trends and attracts more traffic.	5	Medium	Content Writer, Data Analyst
Sprint - 1	Cart Abandonment Follow-ups	US005	As a marketing automation specialist, I want to use customer behavior data to trigger personalized email follow-ups for abandoned shopping carts.	8	High	Marketing Automation Specialist, Data Analyst

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	24 Oct 2022	29 Oct 2022	20	29 Oct 2022
Sprint-2	20	6 Days	31 Oct 2022	05 Nov 2022		
Sprint-3	20	6 Days	07 Nov 2022	12 Nov 2022		
Sprint-4	20	6 Days	14 Nov 2022	19 Nov 2022		

Velocity:

$$AV = \frac{sprint\ duration}{velocity} = \frac{20}{10} = 2$$

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 methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.