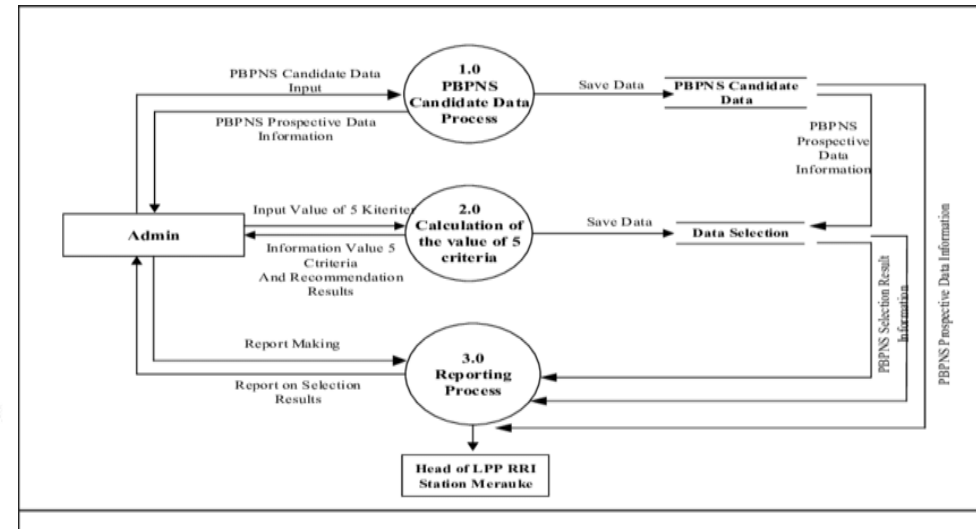
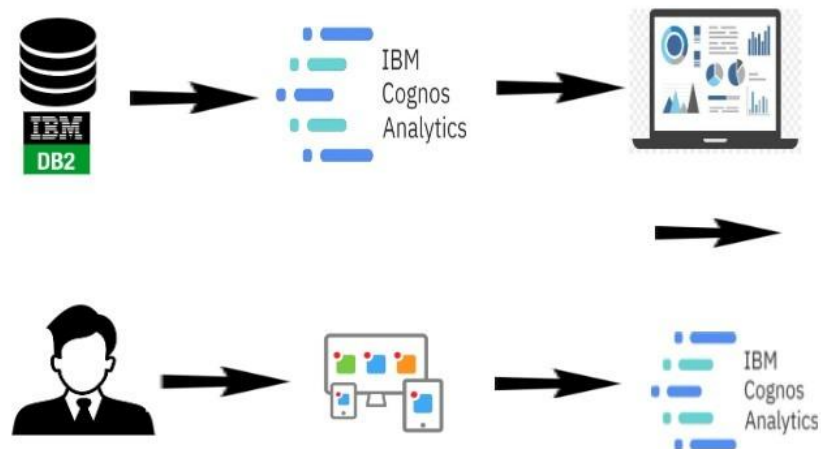


## Project Design Phase-II Data Flow Diagram & User Stories

Date	03 October 2022
Team ID	8BBAC712F66ACA4828C4187FC79B6FAB
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.



## 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)	Customer Segmentation	USN-1	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.	Successfully access and analyze demographic data. - Create at least three distinct customer segments based on demographic data. - Execute a personalized marketing campaign for each segment.	High	Sprint-1
Data Analyst	Content Performance Analysis	USN- 2	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.	Develop a data tracking system for user engagement. - Identify the top five most popular content pieces on the website. - Create a report with recommendations for content creation based on the analysis.	High	Sprint-1
Marketing Team Lead	A/B Testing Implementation	USN- 3	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.	- Set up an A/B testing framework for email campaigns. - Test at least three different subject lines and content variations. - Identify the winning variant for each A/B test. - Implement the winning variants in future email campaigns.	Medium	Sprint-2