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

Date	30 October 2023
Team ID	NM2023TMID06522
Project Name	Project - Competitive analysis of leading travel aggregators
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	Data Collection and Integration	USN-1	Gather data from various sources, including public databases and social media.	5	High	S.PRAGATHY S.RISHIKA
		USN-2	Integrate data into a unified dataset for analysis.	3	High	S.JOSEMERLIN P.JOTHIKA
	Market share analysis	USN-3	Determine market share of each travel aggregator in terms of bookings and revenue.	5	High	S.PRAGATHY S.RISHIKA
		USN-4	Analyze market share trends over time to identify changes.	3	High	S.JOSEMERLIN P.JOTHIKA
Sprint-2	Customer Profiling	USN-5	Create detailed customer profiles for each aggregator's user base.	5	Medium	S.PRAGATHY S.RISHIKA
		USN-6	Analyze demographic information, preferences, and behaviors for target segment identification.	3	Medium	S.JOSEMERLIN P.JOTHIKA
	Pricing Strategies	USN-7	Analyze pricing structures and fluctuations among aggregators.	5	High	S.PRAGATHY S.RISHIKA
		USN-8	Identify trends and their impact on market share and user preferences.	3	High	S.JOSEMERLIN P.JOTHIKA
Sprint-3	User Experience and Satisfaction	USN-9	Evaluate user feedback, ratings, and reviews to assess the overall user experience.	5	High	S.PRAGATHY S.RISHIKA
		USN-10	Identify areas for improvement based on user feedback.	3	High	S.JOSEMERLIN P.JOTHIKA

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
	Competitor Benchmarking	USN-11	Compare strengths and weaknesses of leading aggregators in various dimensions.	5	High	S.PRAGATHY S.RISHIKA
		USN-12	Identify gaps and opportunities for strategic improvement.	3	High	S.JOSEMERLIN P.JOTHIKA
Sprint-4	Digital Marketing Effectiveness	USN-13	Analyze digital marketing campaigns and social media presence.	5	Medium	S.PRAGATHY S.RISHIKA
		USN-14	Assess the effectiveness of marketing strategies in attracting and retaining customers.	3	Medium	S.JOSEMERLIN P.JOTHIKA
	Operational Efficiency	USN-15	Evaluate operational efficiency in terms of website/app performance.	5	Low	S.PRAGATHY S.RISHIKA
		USN-16	Measure search speed and data accuracy for each aggregator.	3	Low	S.JOSEMERLIN P.JOTHIKA
Sprint-5	Emerging Trends and Technologies	USN-17	Identify emerging trends and technologies in the travel industry.	5	Medium	S.PRAGATHY S.RISHIKA
		USN-18	Evaluate how each aggregator is adapting to or leading in these areas.	3	Medium	S.JOSEMERLIN P.JOTHIKA
	Recommendations	USN-19	Provide strategic recommendations based on the analysis.	5	High	S.PRAGATHY S.RISHIKA
		USN-20	Offer actionable insights for potential areas of improvement and growth.	3	High	S.JOSEMERLIN P.JOTHIKA

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

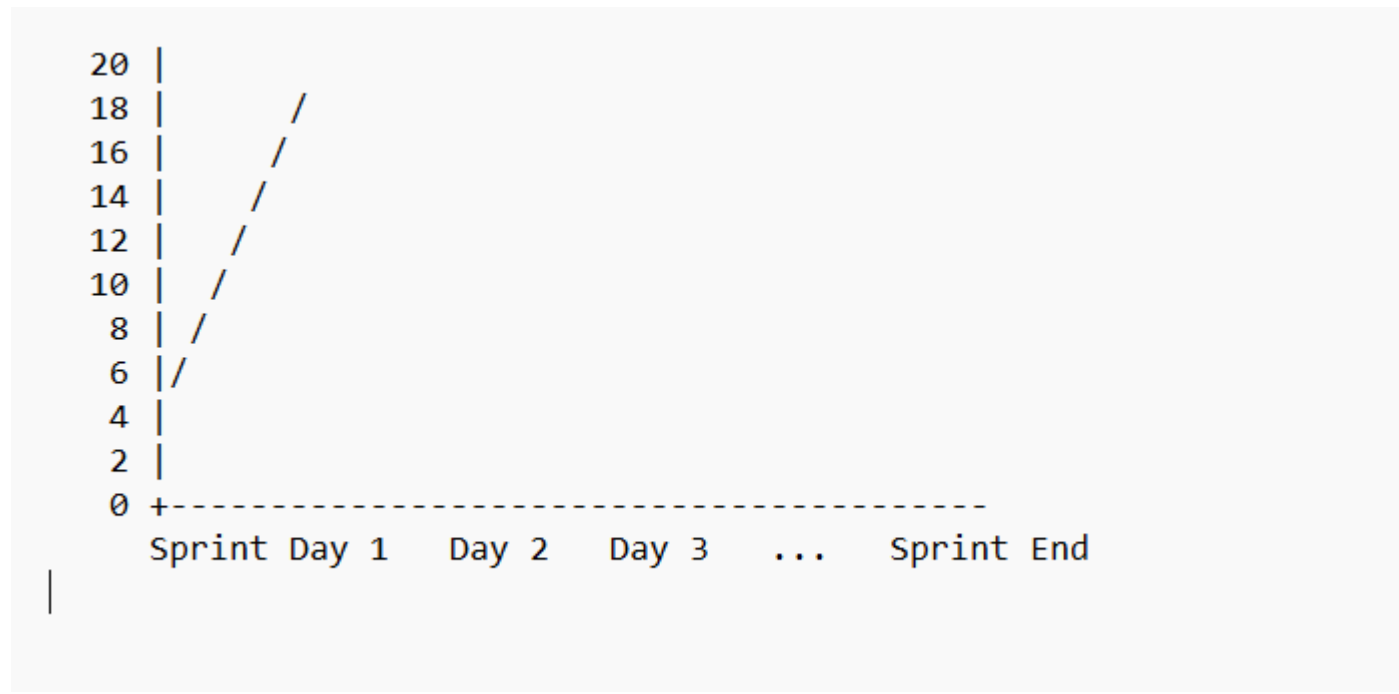| Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	16	6 Days	7 Sept 2023	12 Sept 2023	16	30 Oct 2023
Sprint-2	16	6 Days	14 Sept 2023	19 Sept 2023	16	
Sprint-3	16	6 Days	21 Sept 2023	26 Sept 2023	16	
Sprint-4	16	6 Days	5 Oct 2023	10 Oct 2023	16	
Sprint-5	16	6 Days	12 Oct 2023	17 Oct 2023	16	

Velocity:

Imagine we have a 6-days sprint duration, and the velocity of the team is 16 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

$$AV = \frac{\text{Sprint duration}}{\text{Velocity}} = \frac{16}{6} = 2.67$$

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.

```
20 |
18 |          /
16 |        /
14 |      /
12 |    /
10 |   /
 8 | /
 6 |/
 4 |
 2 |
 0 +----------------------------------------------
    Sprint Day 1   Day 2   Day 3   ...   Sprint End
|
```

https://www.visual-paradigm.com/scrum/scrum-burndown-chart/

https://www.atlassian.com/agile/tutorials/burndown-charts

Reference:

https://www.atlassian.com/agile/project-management

https://www.atlassian.com/agile/tutorials/how-to-do-scrum-with-jira-software

https://www.atlassian.com/agile/tutorials/epics

https://www.atlassian.com/agile/tutorials/sprints

https://www.atlassian.com/agile/project-management/estimation

https://www.atlassian.com/agile/tutorials/burndown-charts