**Initial Project Planning Template**

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| Date | 15 August 2024 |
| Team ID | LTVIP2024TMID24785 |
| Project Name | Customer Segmentation Using Machine Learning |
| Maximum Marks | 4 Marks |

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

Use the below template to create a product backlog and sprint schedule

| **Sprint** | **Functional Requirement (Epic)** | **User Story Number** | **User Story / Task** | **Story Points** | **Priority** | **Team Members** | **Sprint Start Date** | **Sprint End Date (Planned)** |
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| Sprint-1 | Data Collection & Preparation | USN-1 | As a user, I want to collect & clean customer data from various sources & want to perform preprocessing like encoding, handling missing values. | 3 | High | Thota Sivalingeswari | 15-08-2024 | 22-08-2024 |
| Sprint-2 | Exploratory Data Analysis(EDA) | USN-2 | As a user, I want to identify important features & to visualize data distribution using histograms, pair plots for better decision making. | 2 | Medium | Shaik Mahira | 23-08-2024 | 30-08-2024 |
| Sprint-3 | Model Building & Evaluation | USN-3 | As a user, I want to build & train unsupervised ML models e.g., K-means, hierarchical clustering & evaluate them to find optimal number of segments. | 3 | High | Mettu  Hari Chandana | 31-08-2024 | 08-09-2024 |
| Sprint-4 | Model Deployment & Reporting | USN-4 | As a user, I want to deploy models to a cloud platform e.g., AWS, Azure used in production & to generate reports that stakeholders can easily understand. | 2 | Medium | Kunchala  Suresh | 09-09-2024 | 16-09-2024 |