

## Project Planning Phase

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

Date	23 October 2022
Project Name	Understanding audience: A machine learning approach to customer segmentation
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	Targeted Product displays	USN-1	As a user, I want to see products that align with my interests.	3	High	4
Sprint-1	Better search results	USN-2	As a user, I will easily find the product I am looking for.	3	High	4
Sprint-2	Review screening	USN-3	As a user, I will read authentic reviews from trusted sources	1	Low	4
Sprint-2	User Experience	USN-4	As a customer care executive, I want the user to feel wanted and important, so it increases the chances of them using our services again in the future	2	Medium	4
Sprint-1	Segmentation	USN-5	As an administrator, I want better information about the customer for targeted actions	4	High	4
Sprint-2	Reminder messages	USN-6	As an administrator, I would want the user to get a message informing them about the product that has been in their cart for too long.	2	Medium	4

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	10	6 Days	28 Oct 2023	03 Nov 2023	10	03 Nov 2023
Sprint-2	5	3 Days	04 Nov 2023	06 Nov 2023	5	06 Nov 2023

Velocity:  
AV = 15/9 = 1.7 points per day

Burndown Chart:

