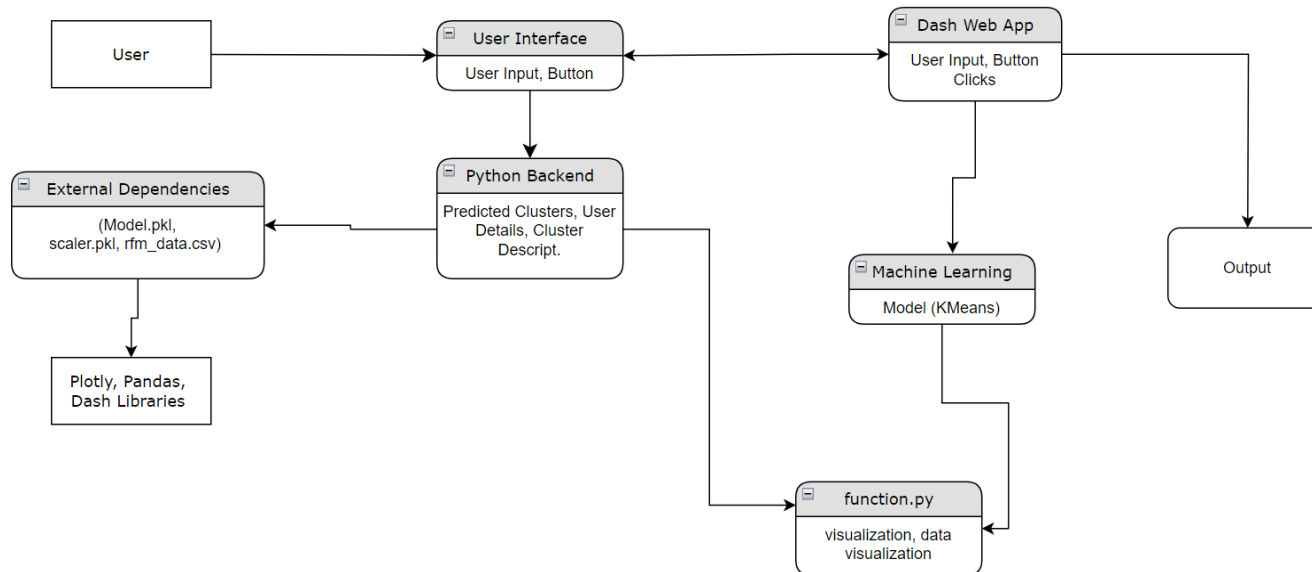


Project Design Phase-II Data Flow Diagram & User Stories

Date	10 November 2023
Team ID	Team - 592211
Project Name	Understanding Audience: A Machine Learning Approach To Customer Segmentation
Maximum Marks	4 Marks

Data Flow Diagrams:

A DFD illustrates the flow of data within the Customer Segmentation system, showcasing processes, data stores, and external entities. It clarifies how information moves and is transformed throughout the system.



User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Marketing Manager	Customer Segmentation	USN-1	As a Marketing Manager, I want to initiate RFM analysis for targeted campaigns.	Verify RFM model accuracy, customize segmentation parameters.	High	Sprint-1
Data Analyst	Data Integration	USN-2	As a Data Analyst, I need to integrate external data sources for comprehensive analysis.	Successfully import and synchronize external data, validate accuracy	Medium	Sprint-2
IT Administrator	System Monitoring	USN-3	As an IT Administrator, I want to monitor system performance and receive alerts.	Set up real-time monitoring, and receive alerts for anomalies.	High	Sprint-1
Customer Support	User Training	USN-4	As Customer Support, I need training materials for explaining the new customer segmentation system.	Access user-friendly training documents, understand system functionalities.	Medium	Sprint-3