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

Date	13 November 2023
Team ID	Team - 592211
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	Data Collection and Preprocessing for RFM Analysis	USN-1	As a user, I want to collect and preprocess RFM data for analysis.	5	High	Sumaya
Sprint-1	Implement RFM Analysis Algorithm	USN-2	As a user, I want to implement the RFM analysis algorithm for segmentation.	8	High	Sumaya
Sprint-2	Design and Develop Dash Web Application	USN-3	As a user, I want to design and develop a Dash web application for customer segmentation.	13	Medium	Umang
Sprint-3	Data Visualization for Segmentation Insights	USN-4	As a user, I want to view visualizations that provide insights into customer segmentation.	13	Medium	Umang Sumaya
Sprint-4	Refinement and Optimization of the Dash Application	USN-5	As a user, I want to refine and optimize the Dash application for better performance.	13	Medium	Umang

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	13	3 Days	1 Nov 2023	3 Nov 2023	10	3 Nov 2023
Sprint-2	13	3 Days	4 Nov 2023	6 Nov 2023	12	6 Nov 2023
Sprint-3	13	2 Days	7 Nov 2023	8 Nov 2023	11	9 Nov 2023
Sprint-4	13	2 Days	9 Nov 2023	10 Nov 2023	13	10 Nov 2023

Velocity:

We have a 10-day sprint duration, and the velocity of the team is 13 (points per sprint). Let's calculate the average velocity (AV) per iteration unit (story points per day)

$$AV \ = \ \frac{sprint\ duration}{velocity} = \frac{13}{10} = \ 1.3$$

Burndown Chart:

Actual Effort · Estimated Effort