Project Design Phase-II
Data Flow Diagram & User Stories

Date	03 October 2022
Team ID	PNT2022TMID-591582
Project Name	Project - Understanding Audience: A Machine Learning Approach to Customer Segmentation
Maximum Marks	4 Marks

Data Flow Diagram:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.
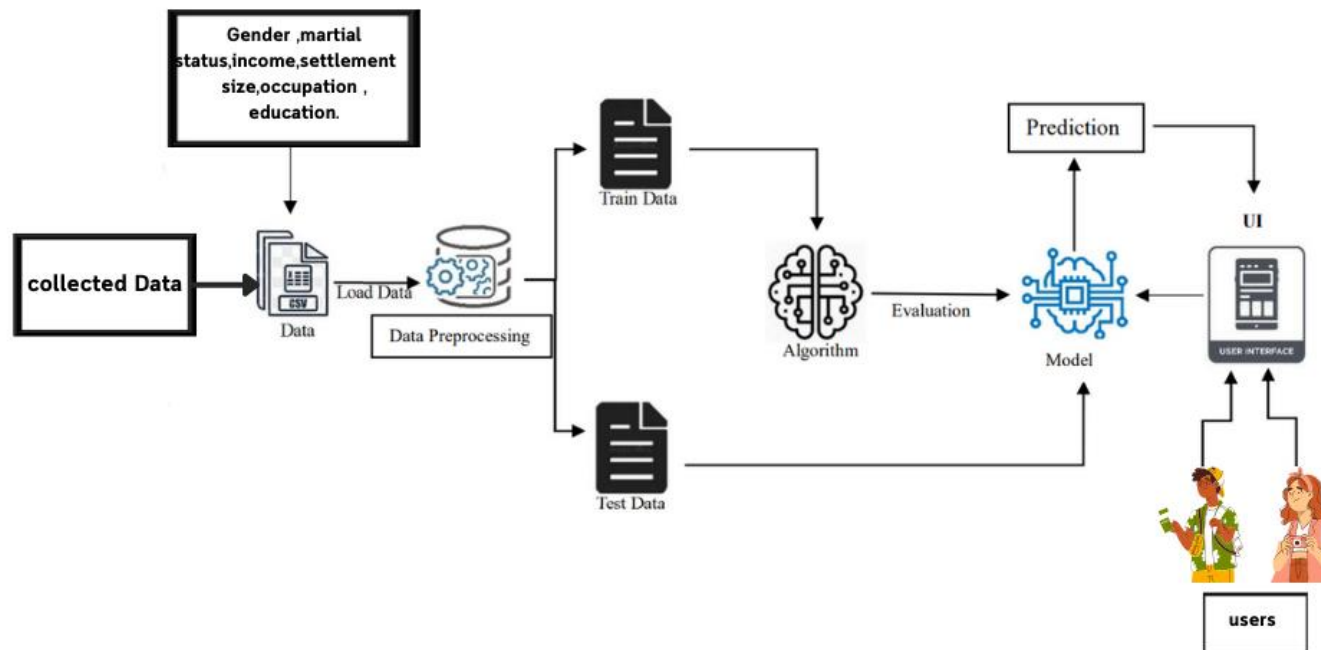
User Stories:

User Type	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
A small business owner struggling to identify their ideal customer base	USN-1	I want to be able to identify my most profitable customer segments so that I can tailor my marketing campaigns to them.	The segmented list of customers will be provided in a variety of formats, including CSV, Excel, and PDF.	High	-
A large retailer with a vast customer database	USN-2	I want to be able to segment my customer base into more granular and actionable groups so that I can personalize my marketing messages and product recommendations to each segment.	As a user, I will be able to create custom customer segments based on a variety of demographic and behavioral criteria.	High	-
A financial institution looking to reduce customer churn	USN-3	I want to be able to identify customers at risk of churn so that I can proactively engage with them and offer them targeted incentives to keep them as customers.	The list of customers at risk of churn will be ranked by their likelihood of churning, and will include recommendations for targeted interventions.	High	-
A non-profit organization seeking to optimize their fundraising efforts	USN-4	I want to be able to segment my customer base into more granular and actionable groups so that I can personalize my marketing messages and product recommendations to each segment.	The user will be able to save and manage their custom customer segments, and use them to create targeted marketing campaigns.	Medium	-
A healthcare provider aiming to improve patient outcomes	USN-5	I want to be able to identify patients with specific risk factors so that I can provide them with personalized interventions and preventive care.	The list of patients with specific risk factors will be ranked by their level of risk, and will include recommendations for personalized interventions	High	-

A marketing agency looking to create effective targeted campaigns for their clients	USN-6	I want to be able to create highly targeted campaigns for my clients that resonate with their ideal customer segments.	The segmented list of customers will be provided in a variety of formats, including CSV, Excel, and PDF.	Medium	-
An insurance company seeking to reduce fraud and abuse	USN-7	I want to be able to identify individuals with a high risk of fraud so that I can implement preventive measures and investigations.	The list of individuals with a high risk of fraud will be ranked by their likelihood of committing fraud, and will include recommendations for preventive measures.	High	-
A government agency aiming to improve resource allocation for social programs	USN-8	I want to be able to identify individuals and communities with the greatest need for social assistance so that I can allocate resources more effectively.	The list of individuals and communities with the greatest need for social assistance will be ranked by their level of need, and will include recommendations for resource allocation.	High	-