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

Date	18 October 2023
Team ID	PNT2022TMID-591582
Project Name	Project - - Understanding Audience: A Machine Learning Approach to Customer Segmentation
Maximum Marks	8 Marks

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

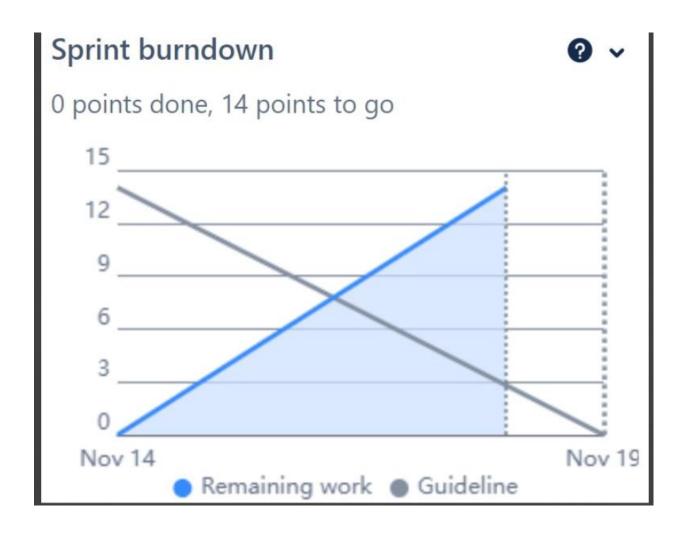| Sprint	Functional Requirement(Epic)	User Story Number	UserStory/Task	Story Points	Priority	Team Members
Spirit 1	Customer Segmentation: Understanding Customer Potential	USN-1: Determine Customer Potential	As a customer, I want to use your website to determine if I am a potential customer or not and why.	11	High	
Spirit 1	Customer Segmentation: Personalized Recommendations	USN-2: Provide Personalized Recommendations	As a customer, I want to receive personalized recommendations on products and services that are tailored to my needs and preferences.	9	High	
Spirit 2	Customer Segmentation: Targeted Marketing Offers	USN-3: Deliver Targeted Marketing Offers	As a customer, I want to be able to access exclusive offers and promotions based on my segmentation information.	20	Low	
Spirit 3	Customer Segmentation: Personalized Support	USN-4: Enhance Customer Support with Segmentation	As a customer, I want to be able to access exclusive offers and promotions based on my segmentation information.	20	Medium	
Spirit 4	Customer Segmentation: User Feedback	USN-5: Gather User Feedback on Segmentation	As a customer, I want to be able to provide feedback on the segmentation process and make suggestions for improvement.	20	Medium	

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	20	6 Days	24 Oct 2023	29 Oct 2023	20	29 Oct 2023
Sprint-2	20	6 Days	31 Oct 2023	05 Nov 2023	20	05 Nov 2023
Sprint-3	20	6 Days	07 Nov 2023	12 Nov 2023	20	12 Nov 2023
Sprint-4	20	6 Days	14 Nov 2023	19 Nov 2023	20	19 Nov 2023

Velocity:
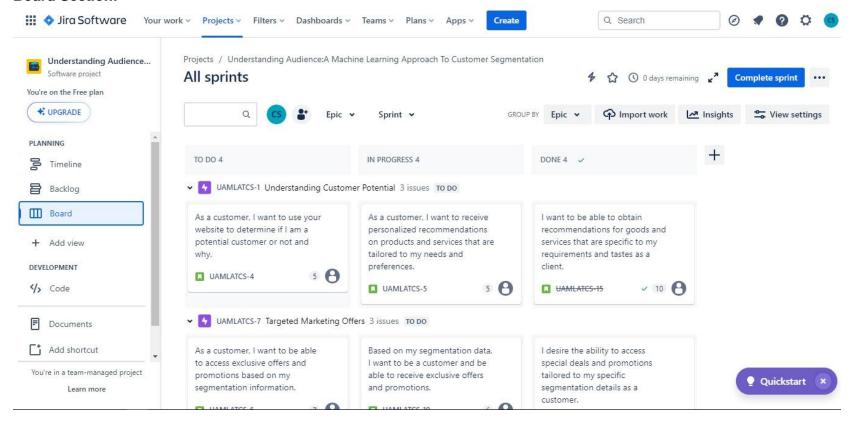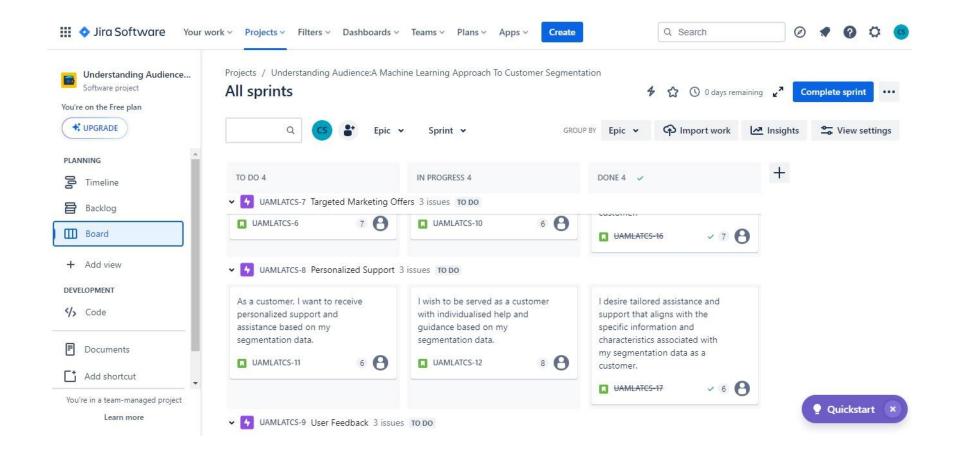
Imagine we have a 10-day sprint duration, and the velocity of the team is 20 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

$$AV = \text{Sprint duration/velocity}$$
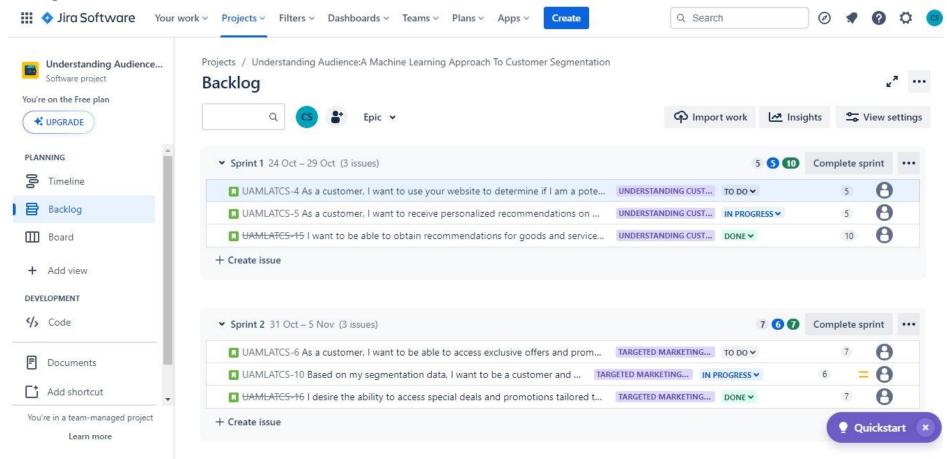$$= 20/4$$
$$= 5$$

Burndown Chart:

Sprint burndown

? ⌄

0 points done, 14 points to go

Nov 14 — Nov 19

● Remaining work   ● Guideline

Board Section:

Understanding Audience...
Software project

You're on the Free plan

✛ **UPGRADE**

Projects / Understanding Audience:A Machine Learning Approach To Customer Segmentation

All sprints

⚡ ☆ 🕐 0 days remaining ⤢ **Complete sprint** •••

CS 👤⁺   Epic ⌄   Sprint ⌄   GROUP BY Epic ⌄   ☁ Import work   📈 Insights   ⚙ View settings

PLANNING

▤ Timeline

▤ Backlog

▥ Board

✚ Add view

DEVELOPMENT

</> Code

▤ Documents

⌷ Add shortcut

You're in a team-managed project

Learn more

TO DO 4	IN PROGRESS 4	DONE 4 ✓	✚

⌄ ⚡ UAMLATCS-7 Targeted Marketing Offers 3 issues TO DO

▦ UAMLATCS-6 7 👤	▦ UAMLATCS-10 6 👤	customer. ▦ ~~UAMLATCS-16~~ ✓ 7 👤

⌄ ⚡ UAMLATCS-8 Personalized Support 3 issues TO DO

As a customer, I want to receive personalized support and assistance based on my segmentation data.	I wish to be served as a customer with individualised help and guidance based on my segmentation data.	I desire tailored assistance and support that aligns with the specific information and characteristics associated with my segmentation data as a customer.
▦ UAMLATCS-11 6 👤	▦ UAMLATCS-12 8 👤	▦ ~~UAMLATCS-17~~ ✓ 6 👤

⌄ ⚡ UAMLATCS-9 User Feedback 3 issues TO DO

💡 Quickstart ✕

Backlog Section:

Timeline Section: