## Product Backlog for Project: AHI Real-Time Marketing Analytics App

| User Story Identifier | Priority | Category | Team | Role | Need | Value | Acceptance 1 | Acceptance 2 | Acceptance 3 | Acceptance 4 | Story Points | Comments |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 0001 | 3 | Leadership | Analytics | AHI Executive | Understand customer segments and market trends | Make informed strategic decisions | Reports available on demand | Export to PDF/Excel is available | Filter by geography and behavior | Data updates daily from real-time feeds | 5 | Sprint 2 |
| 0002 | 1 | Marketing | Analytics | Marketing Analyst | Track customer interest and views in real time | Adjust campaigns and promotions quickly | Real-time dashboard | Filter by product/region | Visual charts available | Export to PPT/Excel | 8 | Sprint 1 |
| 0003 | 2 | Finance | Backend/Finance | Finance Officer | Secure invoicing and financial forecasting | Manage revenue and sales planning | Encrypted invoicing | 3-6 month sales forecast reports | Exportable in Excel | Access-controlled | 5 | Sprint 1 |
| 0004 | 4 | IT | Infrastructure | IT Administrator | App must integrate with infrastructure | Ensure stability and security | Passes compatibility checklist | Compatible with firewall and antivirus | Logs integration errors automatically | Meets IT storage requirements for data logs | 3 | Sprint 1 |
| 0005 | 5 | Customer | Frontend | AHI Customer | Secure, simple product access and order confirmation | Shop confidently and quickly | Pages load in 3 seconds | Secured checkout and support credit card and paypal | Order confirmation within 2 minutes | View order history after login | 3 | Sprint 3 |

Total Story Points: 24