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

Date	26 June 2025
Team ID	LTVIP2025TMID49251
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact With Tableau Visualization
Maximum Marks	5 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 Understanding	USN-1	As a data analyst, I want to explore and understand the dataset structure to identify key sales insights.	2	High	Bommareddy Lakshmi Jahnavi
Sprint-1	Data Cleaning	USN-2	As a data analyst, I want to clean the dataset to ensure it's ready for analysis and visualization.	2	High	Bommareddy Lakshmi Jahnavi
Sprint-2	Visualization Setup	USN-3	As a team, we want to set up a Tableau dashboard environment to begin visualizing sales trends.	1	High	Divi Dedipya
Sprint-2	Branch Sales Comparison	USN-4	As a stakeholder, I want to compare sales across branches A, B, and C to analyze regional performance.	2	Medium	Divi Dedipya
Sprint-2	Heatmap for Product Placement	USN-5	As a marketing analyst, I want to view a heatmap that shows the correlation between product placement and sales.	3	High	Divi Dedipya
Sprint-3	Filter Functionality	USN-6	As a user, I want to filter sales data by branch, date, and product category to gain specific insights.	2	High	Bommareddy Lakshmi Jahnavi
Sprint-3	Performance Testing	USN-7	As a QA, I want to test the dashboard's loading time and responsiveness with large data to ensure performance.	1	Medium	Divi Dedipya

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-3	Insights Report	USN-8	As a team, we want to generate a summary report highlighting product placement impact and improvement suggestions.	2	Medium	Divi Dedipya, Bolla Prem Kumar, Bolla Hemalatha, Bommareddy Lakshmi Jahnavi
Sprint-4	Final Presentation	USN-9	As a team, we want to prepare a final project report and presentation for evaluation.	2	High	Divi Dedipya, Bolla Hemalatha

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	23 June 2025	28 June 2025	20	29 June 2025
Sprint-2	20	6 Days	29 June 2025	04 July 2025		
Sprint-3	20	6 Days	05 July 2025	10 July 2025		
Sprint-4	20	6 Days	11 July 2022	16 July 2025		

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)

$$AV = \frac{sprint\ duration}{velocity} = \frac{20}{10} = 2$$