

Initial Project Planning Template

Date	15 March 2024
Team ID	LTVIP2024TMID25001
Project Name	Customer Segmentation Using Machine Learning
Maximum Marks	4 Marks

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

Use the below template to create a product backlog and sprint schedule

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Priority	Team Members	Sprint Start Date	Sprint End Date (Planned)
Sprint-1	Customer Segmentation Setup	USN-1	As a user, I can input customer data to segment users based on demographics.	High	Yuvaraju Nagasai	23/09/2024	26/09/2024
Sprint-1	Customer Segmentation Setup	USN-2	As a user, I can segment customers based on geographic location.	Medium	Yuvaraju Nagasai	23/09/2024	26/09/2024
Sprint-2	Advanced Segmentation	USN-3	As a user, I can segment customers	High	Komali	27/09/2024	30/09/2024

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Priority	Team Members	Sprint Start Date	Sprint End Date (Planned)
			based on purchasing behavior.				
Sprint-2	Advanced Segmentation	USN-4	As a user, I can create custom segments based on user-defined criteria.	Medium	Komali	27/09/2024	30/09/2024
Sprint-3	Segmentation Analysis	USN-5	As a user, I can view analytics and reports for each customer segment.	High	Purnachandra Rao	27/09/2024	30/09/2024
Sprint-3	Segmentation Export	USN-6	As a user, I can export customer segments in CSV format for marketing purposes.	Low	Sri Deepthi Prasanna	27/09/2024	30/09/2024
Sprint-4	Segmentation Optimization	USN-7	As a user, I can optimize the segmentation model for better accuracy.	High	Sri Deepthi Prasanna	01/10/2024	05/10/2024

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Sprint-4	Segmentation Optimization	<u>USN-8</u>	As a user, I can apply clustering algorithms for better customer segmentation.	Medium	Purnachandra Rao	01/10/2024	05/10/2024
Sprint-5	Integration and Testing	USN-9	As a user, I can integrate segmentation insights with marketing platforms.	High	Yuvaraju Nagas	01/10/2024	05/10/2024