

Key Stakeholders and Users:

- Data Analysts
- Business Intelligence Teams
- Senior Management
- Marketing Analysts
- Compliance Officers
- Executive Leadership

Product Backlog

User Story	Priority	Priority Justification
As a data analyst, I want to load and clean customer transaction data so that I can prepare accurate inputs for analysis.	High	This is a foundational step that enables all further analytics and visualizations. It also unblocks many downstream stories.
As a business intelligence manager, I want to generate dashboards showing customer churn trends so that executives can identify early warning signs.	High	Provides critical business insights that help retain customers and drive revenue.
As a compliance officer, I want to anonymize sensitive customer data so that we comply with data privacy regulations like GDPR.	High	Legally required and necessary before analysis can be shared across teams.
As a marketing analyst, I want to segment customers by behavior and demographics so that we can create more targeted campaigns.	Medium	Increases marketing effectiveness, though it depends on cleaned/prepared data.
As an executive, I want to see a high-level KPI dashboard summarizing trends in customer growth, churn, and satisfaction so that I can make strategic decisions.	Medium	Helps with high-level planning but depends on lower-level analytics and visuals.

As a data scientist, I want to apply predictive models to identify customers at risk of churn so that we can intervene proactively.	Medium	Valuable for long-term retention, but not critical for MVP delivery.
As a data analyst, I want to drill down into churn rates by product and region so that we can understand where we're losing customers.	Medium	Helps identify specific problem areas; builds on earlier dashboard work.
As a BI developer, I want to automate weekly updates of data visualizations so that stakeholders always have access to current insights.	Low	Valuable but not essential in the early phases of analysis.
As a marketing analyst, I want to run A/B tests on promotion strategies so that I can determine which offer drives better engagement.	Low	Requires infrastructure and analytics in place; lower initial value.
As a compliance officer, I want audit logs of data access so that we can verify data governance practices.	Low	Important for enterprise readiness but not core to immediate insight generation.

Submission Statement:

We, the members of our team, confirm that all team members actively participated in the creation of this product backlog.

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GitHub Screenshot: