

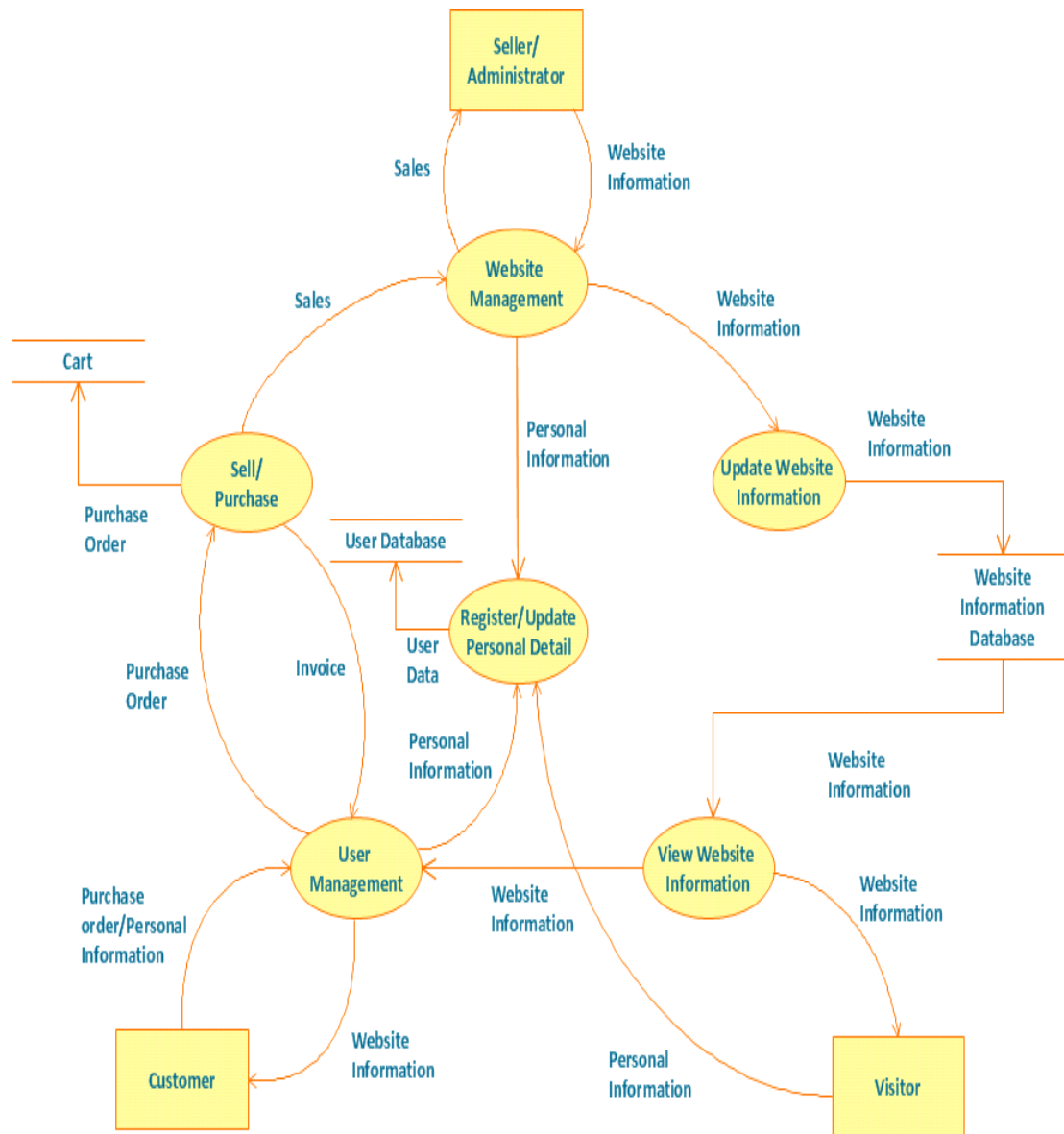
## Project Design Phase-II

### Data Flow Diagram & User Stories

Date	30/06/25
Team ID	LTVIP2025TMID47465
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Marks	4 marks

#### Data Flow Diagram

1. Data collected from cosmetic product sales platforms in CSV format.
2. Cleaned and transformed to extract product categories, customer demographics, and purchase channels.
3. Visualizations built in Tableau, including category trends, sales heatmaps, and customer segmentation.
4. Users review the dashboard, explore filters, and suggest changes.
5. Final dashboard published and shared with marketing teams.



### User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance Criteria	Priority / Release
Analyst	View Sales Trends	USN-1	As a user, I want to view cosmetic product sales trends over time.	I can filter charts by category, region, and time.	High / Sprint-1
Brand Manager	Compare Product Categories	USN-2	As a user, I want to compare sales of	I can view side-by-side charts and KPIs.	High / Sprint-1

			skincare, makeup, and fragrance lines.		
Marketing Team	Understand Consumer Demographics	USN-3	As a user, I want to explore sales data by age group and gender.	I can use filters and heatmaps by demographic segment.	Medium / Sprint-2
Business Analyst	Spot Regional Preferences	USN-4	As a user, I want to analyze which regions prefer which product types.	I can view regional maps showing category preferences.	High / Sprint-2
Developer	Enable Live Data Sync	USN-5	As a user, I want the dashboard to update with fresh data automatically.	Tableau pulls from a live Google Sheets/MySQL connection.	Medium / Sprint-2