**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. 1. Data collected from cosmetic product sales platforms in CSV format.
2. 2. Cleaned and transformed to extract product categories, customer demographics, and purchase channels.
3. 3. Visualizations built in Tableau, including category trends, sales heatmaps, and customer segmentation.
4. 4. Users review the dashboard, explore filters, and suggest changes.
5. 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 skincare, makeup, and fragrance lines. | I can view side-by-side charts and KPIs. | High / Sprint-1 |
| 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 |