

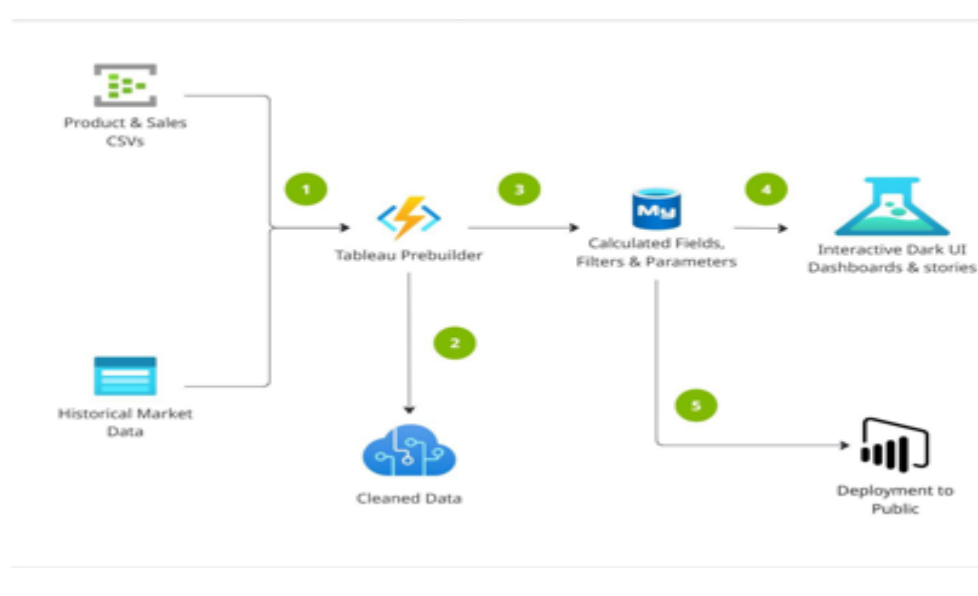
Project Design Phase-II

Data Flow Diagram & User Stories

Date	25 June 2025
Team ID	LTVIP2025TMID49673
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.



Example: DFD Level 0 (Industry Standard)

User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer (Mobile user)	Data Exploration	USN-1	As a user, I can view top cosmetic brands (e.g., LA MER, SHISEIDO) via interactive dashboards	Dashboard displays rankings (e.g., LA MER 5,530) with filter options.	High	Sprint-1
	Product Suitability	USN-2	As a user, I can filter products by skin type (oily/dry/sensitive).	Tableau heatmap shows suitability scores (e.g., Oily: Sun Protect = 135).	High	Sprint-1
	Price comparison	USN-3	As a user, I can compare average prices by category (e.g., Moisturizer: \$1,263.1).	Interactive charts allow side-by-side price analysis.	Low	Sprint-2
Customer care Executive	Issue resolution	USN-4	As an executive, I can access real-time alerts for product concerns (e.g., sensitive skin gaps).	Alerts trigger for 0 suitability products (Screenshot 2).	Medium	Sprint-1
	Feedback integration	USN-5	As an executive, I can tag customer complaints to specific products in the dataset.	Complaints are logged and linked to Tableau dashboards.	High	Sprint-3
Adminidtrator	Data upload & cleaning	USN-6	As an admin, I can upload CSV/JSON datasets (per DFD) to the platform.	System validates format and stores data in Google Drive/local storage.	High	Sprint-3
	Dashboard Management	USN-7	As an admin, I can publish Tableau stories (e.g., Brand vs. Price) to Tableau Server.	Stakeholders can access dashboards via Tableau Public/Server.	High	Sprint-1
Analyst	Predictive Analytics	USN-8	As an analyst, I can run ML models to forecast trends (e.g., declining brand ranks).	Models generate alerts (e.g., CLINIQUE sales drop detected).	Medium	Sprint-1
	Custom reports	USN-9	As an analyst, I can export insights as PDF/CSV for stakeholders.	Reports include KPIs like Avg. Product Price (\$55.58–\$81,820).	Low	Sprint-4

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