Project Design Phase-II
Solution Requirements (Functional & Non-functional)

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

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Brand Performance Dashboard	Displays top brands (e.g., LA MER 5,530, SHISEIDO 4,527) with filters by product category and price range.
FR-2	Product Suitability Analytics	Compares products by skin type (e.g., Oily: Sun Protect = 135, Sensitive: Eye Cream = 0) using heatmaps.
FR-3	Price Trend Visualization	Shows average price distribution by category (e.g., Moisturizer: $1,263.1, Treatment: $1,046.1).
FR-4	Real-Time Alert System	Triggers notifications for declining brands or product concerns (e.g., 0 suitability for sensitive skin).
FR-5	Consumer Preference Mapping	Visualizes regional trends (if data available) or demographic-based preferences (e.g., age/skin type).
FR-6	Story-Based Insights	Narrates data-driven stories (e.g., "Why SHISEIDO ranks high in treatments") with sequential dashboards.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	Intuitive UI with minimal training required (e.g., drag-and-drop filters, clear legends).
NFR-2	**Security**	Role-based access (e.g., admins edit data; stakeholders view-only).
NFR-3	**Responsiveness**	Adapts to desktop, tablet, and mobile views (critical for *Customer Mobile User* stories).
NFR-4	**Performance**	Dashboards load within **2–4 seconds** even with multi-layered filters (brand, price, skin type).
NFR-5	**Accuracy**	Validates calculations (e.g., Avg. Price = $55.58–$81,820) against source files automatically.
NFR-6	**Scalability**	Supports addition of new data sources (e.g., social media sentiment, IoT device feedback).