

## Project Design Phase-II

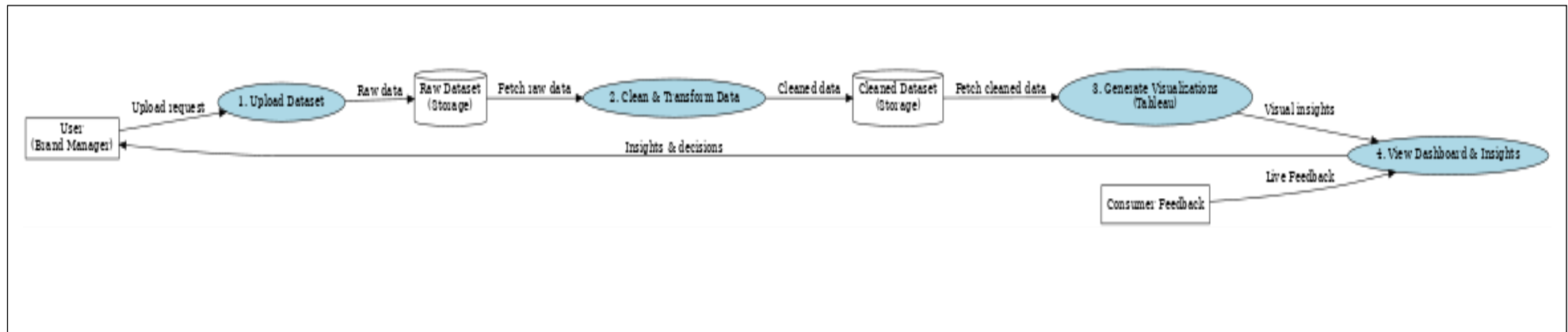
### Data Flow Diagram & User Stories

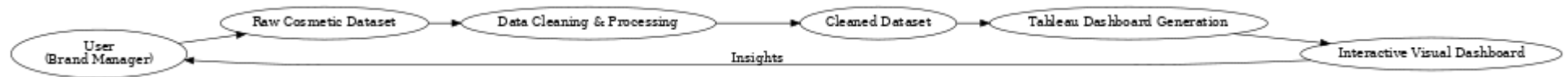
Date	29 May 2025
Team ID	LTVIP2025TMID48256
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

#### Data Flow Diagrams:

The Level 0 DFD for the Cosmetic Insights project represents how cosmetic product data flows from data sources to the Tableau dashboard, enabling decision-making by brand managers and analysts.

**Level 0 Data Flow Diagram (DFD)** using **standard industry notation**:





1. User (Brand Manager) accesses the Tableau dashboard platform.
2. Raw Cosmetic Dataset is uploaded or connected from source.
3. Data Cleaning & Processing module prepares and transforms the dataset.
4. Cleaned Dataset is stored in a structured format.
5. Tableau Dashboard Generation transforms cleaned data into visual analytics.
6. Interactive Visual Dashboard is presented to the user for insights and decisions.

#### User Stories:

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Brand Manager	Dashboard Insights	USN-1	As a brand manager, I want to see top-performing brands on the dashboard so that I can make quick marketing decisions.	I can view a ranked list of top brands by performance	High	Sprint-1
	Skin Suitability Insights	USN-2	As a brand manager, I want to analyse product suitability for different skin types so I can target the right consumers.	I can see suitability visuals for Sensitive, Normal, Oily, and Dry skin types	High	Sprint-1
Marketing Strategist	Label Analysis	USN-3	As a marketing strategist, I want to see which labels are most common and effective so I can design better campaigns.	I can view visualizations of label count and rankings	Medium	Sprint-2
Product Analyst	Pricing Trends	USN-4	As a product analyst, I want to compare product prices across brands so I can suggest competitive pricing strategies.	I can see a price vs brand chart	Medium	Sprint-2

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
I can see a price vs brand chart	Ranking Visualization	USN-5	As a brand manager, I want to see brand and label rankings so I can make performance-based product decisions.	I can view Brand vs Ranking and Label vs Ranking charts	High	Sprint-2