**Project Design Phase-II**

**Solution Requirements (Functional & Non-functional)**

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| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID49911 |
| Project Name | Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum  Marks | 4 Marks |

**Functional Requirements: Cosmetic Insights**

Following are the functional requirements of the proposed solution.

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| **FR No.** | **Functional Requirement (Epic)** | **Sub Requirement (Story / Sub-Task)** |
| FR-1 | Data Collection | Collect raw sales data  Collect product information (brand, ingredients)  Collect consumer feedback & reviews |
| FR-2 | Data Cleaning & Processing | Clean raw data (remove duplicates, fix missing values)  Transform & aggregate data for analysis |
| FR-3 | Data Storage | Store raw data securely  Store cleaned & processed data |
| FR-4 | Data Visualization & Analysis | Build interactive dashboards in Tableau  Visualize trends by brand, rank, skin type  Provide downloadable insights/reports |
| FR-5 | Alerts & Insights Delivery | Generate alerts for negative trends  Share insights with product & marketing teams |

**Non-functional Requirements: Cosmetic Insights**

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

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| **FR**  **No.** | **Non-Functional**  **Requirement** | **Description** |
| NFR-1 | **Usability** | Dashboards must be user-friendly and intuitive to navigate. |
| NFR-2 | **Security** | Data must be securely stored and accessible only to authorized team members. |
| NFR-3 | **Reliability** | Dashboards must display accurate, up-to-date insights without errors. |
| NFR-4 | **Performance** | Visualizations must load within 5 seconds for standard datasets. |
| NFR-5 | **Availability** | The system should have 99% uptime during working hours. |
| NFR-6 | **Scalability** | Must handle increasing data volumes and new data sources smoothly. |