

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

Date	27 June 2025
Team ID	LTVIP2025TMID47602
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	Interactive KPI Dashboard	Displays metrics like revenue, product sales, regional sales, customer feedback, and engagement.
FR-2	Product Performance Analysis	Compares cosmetic products based on customer ratings, returns, repurchase rates, and reviews
FR-3	Regional Demand Trends	Shows region-wise product preferences and seasonal dem-and using line and heat maps
FR-4	Customer Segmentation	Segments users based on age, skin type, gender, location, and buying behavior
FR-5	Marketing Campaign Performance	Displays ROI of campaigns via impressions, click-through rates, conversions, and regional impact

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	Dashboards have intuitive and user-friendly volume of data without performance degradation
NFR-2	Security	User authentication and access control to sensitive information
NFR-3	Reliability	Dashboards be available at least 99% of the time
NFR-4	Performance	Tableau dashboards load completely within 5 seconds, maintaining consistent performance across devices
NFR-5	Availability	Dashboards must remain accessible 24/7 with at least 99.5% uptime
NFR-6	Scalability	The system should handle increasing volume of data without performance degradation