

Project Design Phase-II

Solution Requirements (Functional & Non-functional)

Date	20 January 2025
Team ID	LTVIP2025TMID48088
Project Name	Strategic Product Placement Analysis
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	Product Data Collection	Gather data on product SKUs, pricing, and placement location
FR-2	Competitor Analysis	Analyze competitor products and positioning
FR-3	Customer Behavior Tracking	Track in-store or digital interactions with product placements
FR-4	Recommendation Engine	Generate optimal placement strategies based on analytics

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	Easy-to-use interface for marketing and retail teams
NFR-2	Security	Ensure secure handling of business intelligence and customer data
NFR-3	Reliability	Accurate and consistent analysis output
NFR-4	Performance	Quick data processing and real-time placement suggestions
NFR-5	Availability	System available 24/7 for global retail and marketing operations
NFR-6	Scalability	Capable of analyzing multiple products and markets across regions