Project Design Phase-II
Data Flow Diagram & User Stories

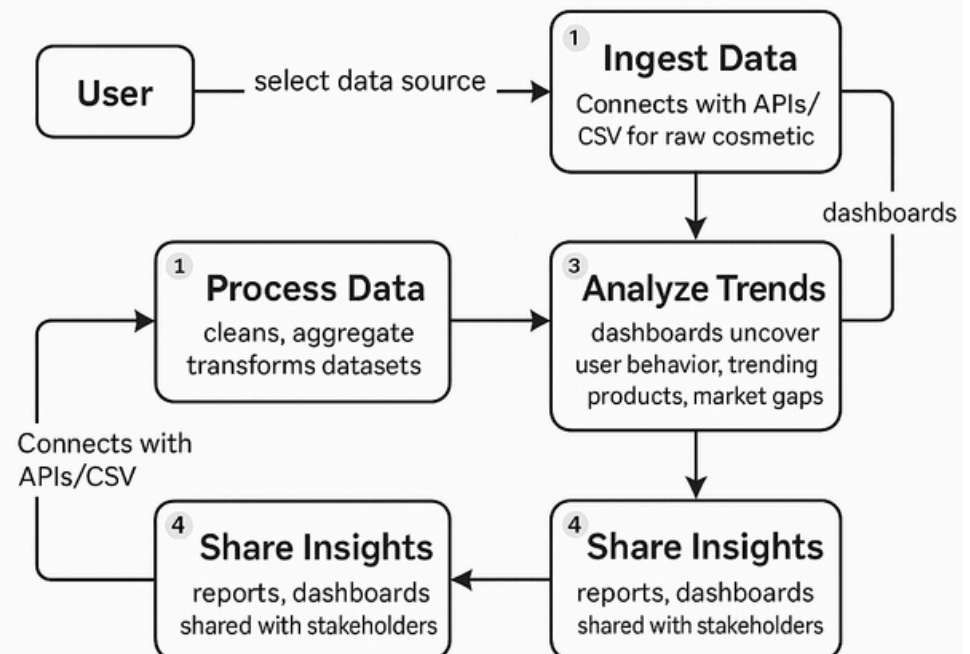| Date	22 june 2025
Team ID	LTVIP2025TMID49795
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4Marks

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

Flow

USER   CLOUD   EXTERNAL
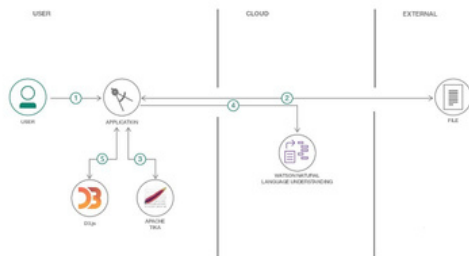
1. User configures credentials for the Watson Natural Language Understanding service and starts the app.
2. User selects data file to process and load.
3. Apache Tika extracts text from the data file.
4. Extracted text is passed to Watson NLU for enrichment.
5. Enriched data is visualized in the UI using the D3.js library.

Cosmetic Insights
Navigating Cosmetics Trends and Consumer Insights with Tableau

User → select data source → **1 Ingest Data** Connects with APIs/ CSV for raw cosmetic

dashboards

1 Process Data cleans, aggregate transforms datasets

3 Analyze Trends dashboards uncover user behavior, trending products, market gaps

Connects with APIs/CSV

4 Share Insights reports, dashboards shared with stakeholders

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User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance Criteria	Priority	Release
Data Analyst	Data Connection	USN-1	As a user, I can connect Tableau to different cosmetic	Data source successfully connected to	High	Sprint-1
Data Analyst	Dashboard Design	USN-2	As a user, I can design dashboards to show product	Trends are visualized in a shareable Tableau dashboard.	High	Sprint-1
Marketing Manager	Consumer Behavior	USN-3	As a user, I can view user demographics and preferences in	User preference charts visible by age, gender, location.	Medium	Sprint-2
Executive	Sales Forecast	USN-4	As a user, I can track and forecast sales of cosmetic products.	Forecast graph available with filter by region/brand.	High	Sprint-2
Brand Strategist	Product Analysis	USN-5	As a user, I can compare new vs old products' market	Comparative analysis with KPIs displayed in Tableau.	Medium	Sprint-2
Administrator	Data Governance	USN-6	As an admin, I can manage data access and dashboard	Role-based access is functional and tested.	High	Sprint-1