

Project Design Phase-II

Data Flow Diagram & User Stories

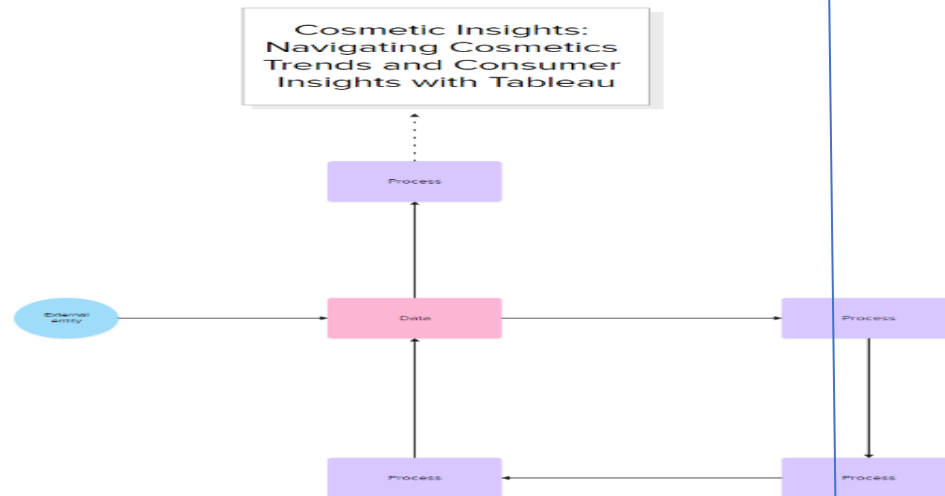
Date	10 June 2025
Team ID	LTVIP2025TMID51124
Project Name	Cosmetic Insights: Navigating cosmetics Trends And Consumer Insights with Tableau
Maximum Marks	4 Marks

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.

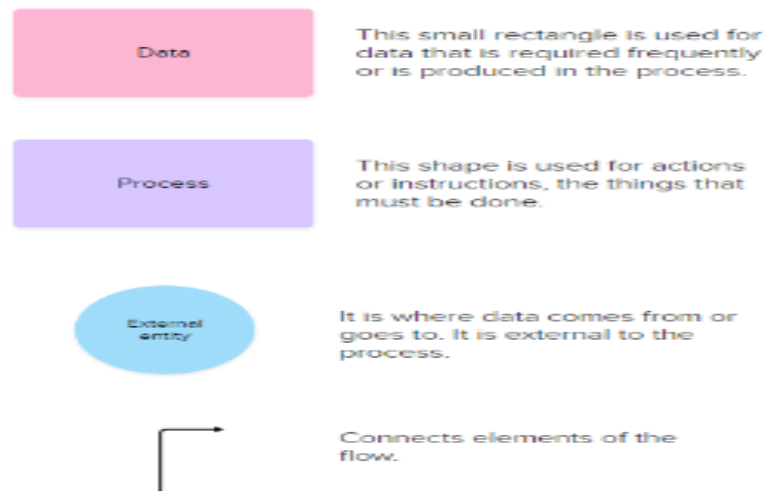
Example: (DFD)

Example: DFD Level 0 (Industry Standard)



Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau

FLOW KEY



Entities:

Customer (External Entity): The user providing inputs such as cosmetics preferences, purchase history, or product reviews.

Inventory (Data Store): Stores details of available cosmetic products, ingredients, trends, and stock levels.

Tableau Analysis (Process): Core analytics engine that processes cosmetic trend data and visualizes insights using Tableau.

Order Process (Process): Manages selection, customization, and purchase flow of cosmetic products by users.

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
Cosmetic Consumer	Registration	USN-1	As a cosmetic consumer, I want to register and input my skin type and product preferences.	My profile is saved and usable for trend and product suggestions.	High	Sprint 1
	Trend Dashboard View	USN-2	As a user, I want to view trending cosmetic products based on real-time consumer insights.	I can view top brands and categories in a Tableau dashboard.	High	Sprint 2
	Product Rating & Feedback	USN-3	As a user, I want to give feedback and ratings on products I've used.	My review is stored and visible on product pages.	Medium	Sprint 3
	Product Recommendation	USN-4	As a user, I want to receive product suggestions based on my skin profile and trending products.	Suggestions match my preferences and are updated regularly.	Medium	Sprint 3
Beauty Industry Analyst	Dashboard Analysis	USN-5	As an analyst, I want to filter Tableau dashboards by region, age, and product type to explore insights.	Filters apply correctly and visualizations update dynamically.	High	Sprint 2
	Export Reports	USN-6	As an analyst, I want to export trend dashboards for sharing in business reviews.	Reports are exportable in PDF and Excel formats.	Medium	Sprint 3
	Consumer Behavior Monitoring	USN-7	As an analyst, I want to observe shifts in consumer behavior over time through visual analytics.	Tableau charts show historical vs. current preference data.	High	Sprint 2
Brand Marketing Manager	Product Data Management	USN-8	As a manager, I want to update and manage the product database used in trend analysis.	New products or edited info reflect instantly in Tableau dashboards.	High	Sprint 1
	Review Moderation	USN-9	As a manager, I want to approve or remove inappropriate or duplicate reviews.	Reviews can be flagged, edited, or removed efficiently.	High	Sprint 1

