Date	23 June2025
Team ID	LTVIP2025TMID20803
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
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	Data Gathering	Collect sales, price, promotion, and product placement data from retail databases.
FR-2	Data Cleaning & Preparation	Remove duplicates, handle missing values, and normalize data for consistency.
FR-3	Visualizations	Create Unique Visualizations , for example: • Avg Sales Volume vs Product Category • Create Competitor Price vs Price comparison • Avg Sales Volume by Product Category by Posit • Consumer Demographics vs Sales Volume • Develop Product Category vs Price
FR-4	Dashboard Development	Create interactive dashboards in Tableau.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	The dashboard must be user-friendly with intuitive navigation, filters, and clear visualizations.
NFR-2	**Security**	Ensure role-based access, data encryption, and secure connections (SSL/HTTPS).
NFR-3	**Reliability**	The solution should consistently deliver accurate and updated insights without failure.
NFR-4	**Performance**	Dashboards must load within 5 seconds and support quick interactions with filters.
NFR-5	**Availability**	The dashboard should be available 24/7 with minimal downtime (<1% monthly).
NFR-6	**Scalability**	The system must handle growing data volumes and users without degrading performance.