**Project Design Phase-II**

**Data Flow Diagram & User Stories**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID49157 |
| Project Name | Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 4 Marks |

**Data Flow Diagram (Standard flow) :**



**1. Consumers Provide Data**

* **Data:** Reviews, preferences, and usage information.
* **How:** Through surveys, product reviews, and social media.

**2. Cosmetic Insights System (Process)**

* **Actions:** Collects, cleans, and analyzes data.
* **Tools:** Uses Tableau for creating visualizations and reports.

**3. Output: Insights & Reports**

* **Outcome:** Provides insights and interactive reports for marketing and product teams.

**4. Cosmetic Companies & Teams Use Insights**

* **Teams:** Marketing and product development.
* **Actions:** Use insights to create better products and targeted marketing offers.

**5. Result: Better Products & Offers**

* **Outcome:** Consumers receive improved products and personalized offers.

**6. Feedback Loop**

* Consumers provide more feedback, and the cycle repeats as companies continue to improve based on new data.

**User Stories**

| **User Type** | **Functional Requirement (Epic)** | **User Story Number** | **User Story / Task** | **Acceptance criteria** | **Priority** | **Release** |
| --- | --- | --- | --- | --- | --- | --- |
| Data Analyst | Data Upload | USN-1 | As an analyst, I can upload raw cosmetics datasets into the system. | Data is successfully uploaded and stored for cleaning. | High | Sprint-1 |
|  | Data Cleaning | USN-2 | As an analyst, I can clean the raw data by removing duplicates and fixing missing values. | Cleaned data is saved and verified. | High | Sprint-1 |
|  | Data Storage | USN-3 | As an analyst, I can store cleaned data securely for analysis. | Data is stored in the central repository. | High | Sprint-1 |
|  | Data Processing | USN-4 | As an analyst, I can filter, aggregate, and transform data for visual analysis. | Processed data is ready for Tableau dashboards. | High | Sprint-1 |
| Business Manager | Insights Dashboard | USN-5 | As a manager, I can view interactive dashboards showing consumer trends and product rankings. | Dashboard displays key KPIs clearly. | High | Sprint-2 |
|  | Real-Time Alerts | USN-6 | As a manager, I receive alerts when consumer preferences drop or product concerns arise. | Alerts are triggered correctly and visible in the dashboard. | Medium | Sprint-3 |
| Product Development | Product Analysis | USN-7 | As a product team member, I can analyze product performance and suitability for different skin types. | Insights are shown for each skin type with clear visuals. | Medium | Sprint-2 |
| Marketing Team | Export Reports | USN-8 | As a marketer, I can export insights reports from Tableau dashboards. | Reports are downloadable in PDF or Excel. | Medium | Sprint-3 |