**Project Design Phase-II**

**Data Flow Diagram & User Stories**

|  |  |
| --- | --- |
| Date | 26 June 2025 |
| Team ID |  |
| Project Name | Cosmetic Insights |
| 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 Level 0 (Industry Standard)

**Example: [(Simplified)](https://developer.ibm.com/patterns/visualize-unstructured-text/)**

Diagram

Description automatically generated

**Diagram, timeline

Description automatically generated**

**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 Overview | USN-1 | As a data analyst, I want to explore the overall cosmetic trends dataset to understand key metrics like views, likes, and sentiments. | Dataset summary shows video count, average views, likes, dislikes per region. | High | Sprint-1 |
| Data Analyst | Sentiment Analysis | USN-2 | As a data analyst, I want to perform sentiment analysis on video titles and tags to capture audience emotion. | Sentiment tags are visualized (positive, negative, neutral) accurately. | High | Sprint-1 |
| Business Analyst | Category Analysis | USN-3 | As a business analyst, I want to rank cosmetic categories by average views and sentiment to identify popular segments. | Tableau chart ranks categories based on views and sentiment scores. | Medium | Sprint-2 |
| Marketing Executive | Trend Monitoring | USN-4 | As a marketing executive, I want to view trending duration patterns to plan launch strategies effectively. | Dashboard visualizes region-wise trending durations over time. | High | Sprint-1 |
| Stakeholder | Dashboard Insights | USN-5 | As a stakeholder, I want to access interactive dashboards to track cross-region cosmetic trends and consumer sentiment. | Interactive filters and KPI cards available for cross-country analysis. | High | Sprint-1 |
| Admin | Data Update & Monitoring | USN-6 | As an admin, I want to monitor the upload and transformation of new cosmetic video data into the system. | System logs show successful data import, errors, and data volume processed. | Low | Sprint-2 |