Project Design Phase-II

Data Flow Diagram & User Stories
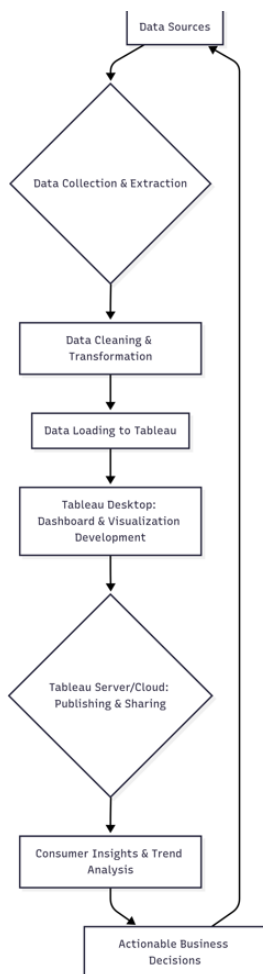
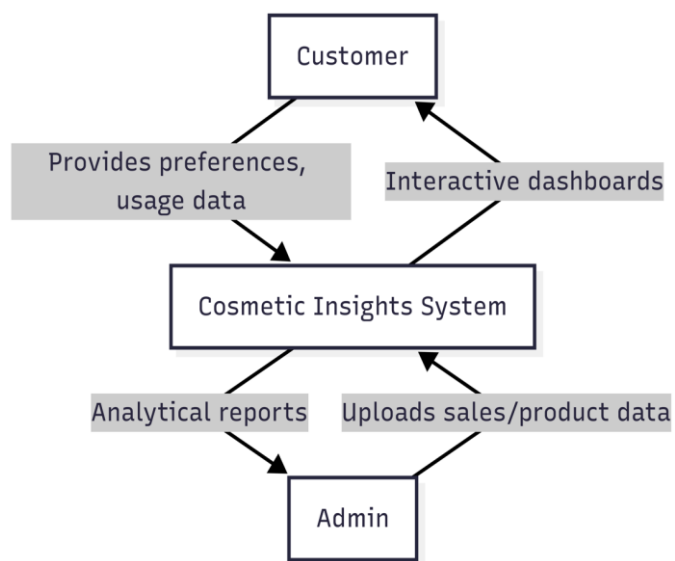| Date	26-06-2025
Team ID	LTVIP2025TMID48676
Project Name	Cosmetic Insights
Maximum Marks	4 Marks

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:

Flow   **DFD Level 0 (Industry Standard)**

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	Dashboard Access	USN-1	As a user, I can log in to access the Tableau dashboard.	I can securely log in and view insights.	High	Sprint-1
Admin	Data Upload	USN-2	As a user, I can compare performance of branches based on revenue and customer count	Bar chart compares branches clearly with sortable metrics	High	Sprint-1
Marketing Manager	Consumer Insights	USN-3	As a user, I can analyze customer preferences based on purchase trends and ratings	Visual shows top-rated products and frequently purchased categories	High	Sprint-2
Product Manager	Trend Analysis	USN-4	As a user, I can view monthly and seasonal trends in cosmetics sales	Seasonal/monthly line chart with product category insights is shown	Medium	Sprint-2
Sales Executive	Funnel Analysis	USN-5	As a user, I can view the customer journey from product interest to purchase	Funnel chart shows stages and drop-off rates	Low	Sprint-3