

**Project Design Phase-II**  
**Solution Requirements (Functional & Non-functional)**

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52193
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
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	Interactive KPI Dashboard	Displays revenue, units sold, customer retention, and discount percentage filtered by year and region.
FR-2	Product & Ingredient Analytics	Allows users to compare cosmetic products based on ingredients, skin type compatibility, product category (e.g., cleanser, serum), and price band.
FR-3	Quarterly Market Share Visualization	Displays brand-wise share in India across four quarters using donut and bar charts.
FR-4	Pricing Pattern Insights	Visualizes average price distribution and discount trends by product type and ingredient group.
FR-5	Geo-Map Representation	Shows cosmetics brand performance across Indian states using an interactive map.
FR-6	Story-Based Dashboard Navigation	Sequential story view explaining brand performance journey with narrative captions and visuals.

**Non-functional Requirements:**

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

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	Dashboards must load within 3–5 seconds even with filters applied.
NFR-2	Scalability	The framework should support future data addition (e.g., new products).
NFR-3	Responsiveness	Dashboard layout should be usable on laptops and projectors during presentations.
NFR-4	Accessibility	The interface must be simple, readable, and require no technical background to explore.
NFR-5	Usability	Use a dark theme with eye-comfort colors and clear legends to reduce user fatigue.
NFR-6	Data Accuracy	Ensure calculations (KPIs, averages, comparisons) are correctly validated against source files.

