Project Design Phase-II

Solution Requirements (Functional & Non-functional)

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| 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.

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| **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.

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| **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. |