

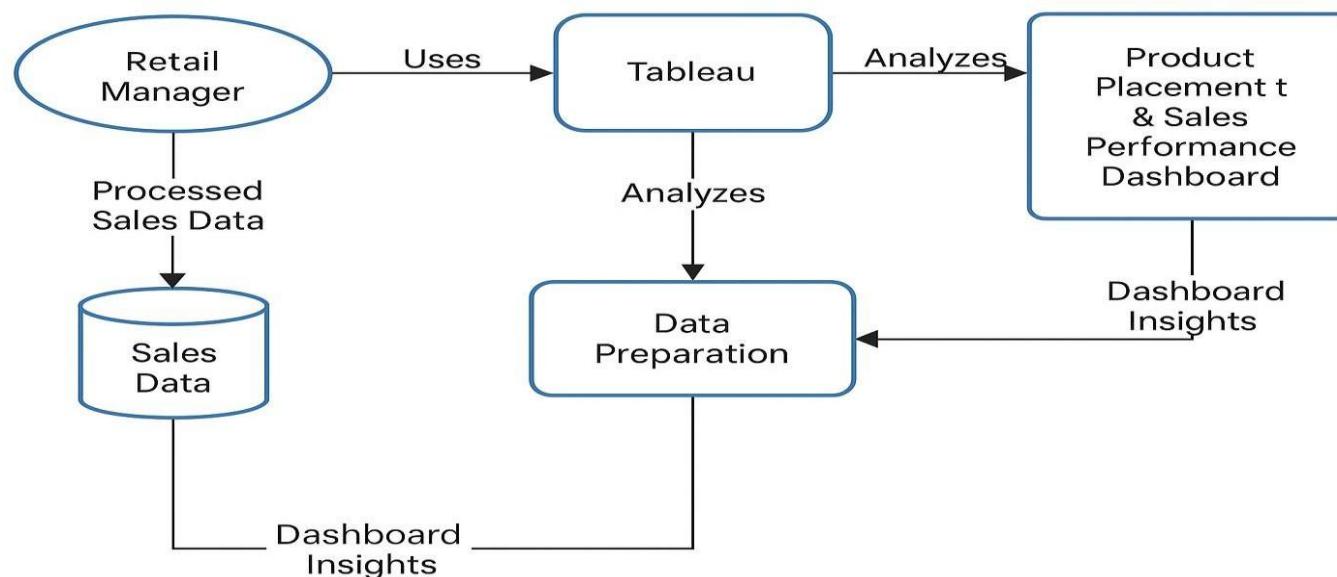
## Project Design Phase-II

### Data Flow Diagram & User Stories

Date	31 January 2026
Team ID	LTVIP2026TMIDS28498
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
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.



## User Stories:

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Retail Manager	Interactive Dashboard	USN-1	As a Retail Manager, I want to view product sales by store and category so that I can understand placement effectiveness.	Able to filter sales by store, product, and region with charts updating dynamically.	High	Sprint-1
Business Analyst	Sales Performance Metrics	USN-2	As a Business Analyst, I want to track KPIs like revenue, units sold, and trends over time to support decision-making.	Dashboard displays KPIs in clear cards with trend lines for the past 3 months	High	Sprint-1
Marketing Analyst	Product Comparison	USN-3	As a Marketing Analyst, I want to compare product performance across placements to optimize store layouts.	Able to view side-by-side comparisons by shelf location and placement strategy.	Medium	Sprint-1
Sales Executive	Access Control	USN-4	As a Sales Executive, I want role-based access so that sensitive data is protected based on user roles.	Each user sees only data allowed for their role (Sales, Analyst, Manager)	High	Sprint-1
Data Engineer	Data Preparation and ETL	USN-5	As a Data Engineer, I want to clean and load sales data into Tableau in a structured format.	Data sources are connected, cleaned using Tableau Prep, and correctly populate the dashboard.	High	Sprint-1
Stakeholder	Summary Insights View	USN-6	As a Stakeholder, I want a quick summary view with top insights so that I don't have to explore every detail.	Summary section with 3-5 key takeaways auto-generated at top of dashboard.	Medium	Sprint-1
Analyst	What-If Scenario Tool	USN-7	As a Analyst, I want to simulate placement changes and see potential impact on sales.	Can input hypothetical placement, run simulation, and view projected KPI changes.	Low	Sprint-2