

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

Date	23 January 2026
Team ID	LTVIP2026TMIDS87011
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
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	Data Gathering	Collect sales, price, promotion, and product placement data from retail databases.
FR-2	Data Cleaning & Preparation	Remove duplicates, handle missing values, and normalize data for consistency.
FR-3	Visualizations	Create Unique Visualizations , for example: <ul style="list-style-type: none">• Avg Sales Volume vs Product Category• Create Competitor Price vs Price comparison• Avg Sales Volume by Product Category by Position.• Consumer Demographics vs Sales Volume• Develop Product Category vs Price
FR-4	Dashboard Development	Create interactive dashboards in Tableau.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	The dashboard must be user-friendly with intuitive navigation, filters, and clear visualizations.
NFR-2	Security	Ensure role-based access, data encryption, and secure connections (SSL/HTTPS).
NFR-3	Reliability	The solution should consistently deliver accurate and updated insights without failure.
NFR-4	Performance	Dashboards must load within 5 seconds and support quick interactions with filters.
NFR-5	Availability	The dashboard should be available 24/7 with minimal downtime (<1% monthly).
NFR-6	Scalability	The system must handle growing data volumes and users without degrading performance.