Project Design Phase-II
Data Flow Diagram & User Stories

Date	27 June 2025
Team ID	LTVIP2025TMID49104
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
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: DFD Level 0 (Simplified View of Cosmtics Sales System

CosmoInsights – Data Flow
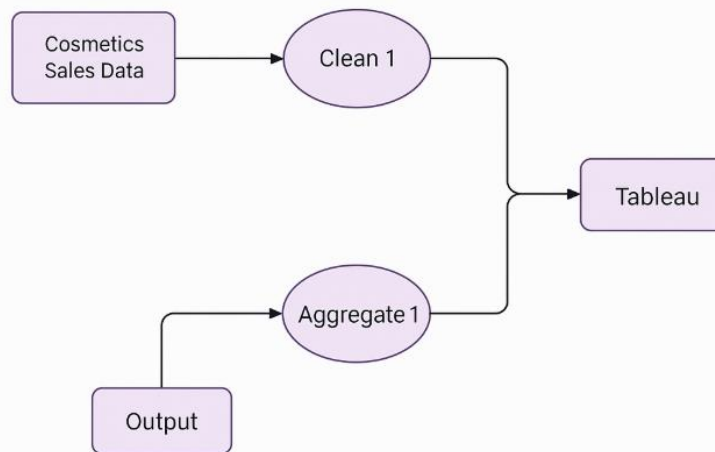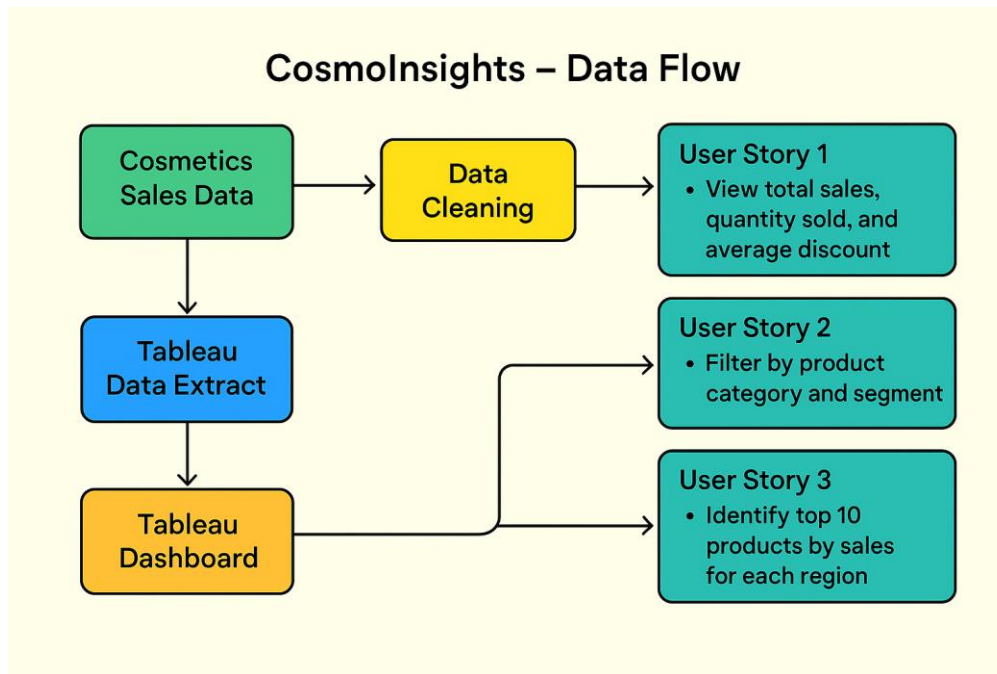
Clean 1 – In this step, unnecessary columns, null values, or incorrect entries (e.g., blank product names, prices) are cleaned to ensure data quality.

Aggregate 1 – After cleaning, data is summarized by metrics like total revenue, average price, or category-wise sales.

Output – The final refined dataset is exported to Tableau for visualization and reporting.

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
Analyst	Data Upload	USN-1	As an analyst, I can upload the cosmetics data set to Tableau	File is successfully uploaded and visible in Tableau	High / Sprint-1
Analyst	Dashboard Creation	USN-2	As an analyst, I can create dashboards showing sales by product category	Dashboard displays correct sales by category	High / Sprint-1
Analyst	Price Analysis	USN-3	As an analyst, I can compare product prices across brands and types	Price distributions are correctly visualized	Medium / Sprint-2
Manager	Revenue Monitoring	USN-4	As a manager, I can monitor monthly and brand-wise revenue	Revenue trends are clearly visualized	High / Sprint-1
Manager	Product Trend Insights	USN-5	As a manager, I can view product sales trends over time	Trend lines show accurate product performance	Medium / Sprint-2