

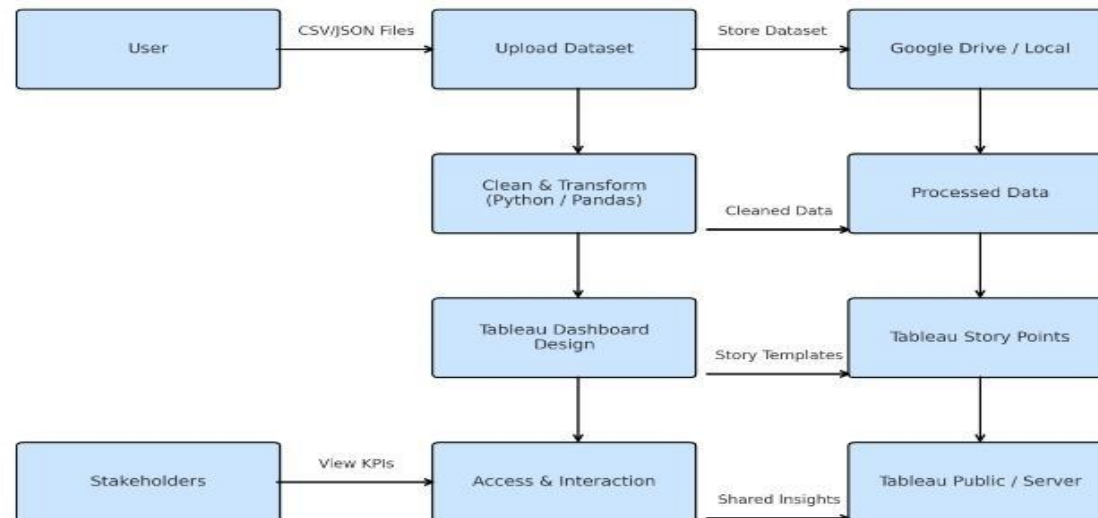
Project Design Phase-II

Data Flow Diagram & User Stories

Date	28 June 2025
Team ID	LTVIP2025TMID48549
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Data Flow Diagram:

The Cosmetic Insights project collects data from sales, reviews, demographics, and social media. This raw data is cleaned and transformed using tools like Excel, SQL, or Python. Processed data is then stored in a structured format and connected to Tableau. Tableau dashboards visualize trends, consumer behavior, and product performance. These insights help cosmetic brands make faster, smarter, data-driven decisions.



User Stories

Use the below template to list all the user stories for the product.

User type	Functional Requirement	User type number	Task	Acceptance criteria	Priority	Release
Brand Manager	Regional Sales Tracking	US-1	Display sales data by city/region	User can filter and view product sales by region in Tableau	High	Release-1
Marketing Executive	Demographic Insights	US-2	Show consumer preferences by age/gender	Tableau dashboard displays charts segmented by age and gender	High	Release-1
Product Analyst	Review & Sentiment Monitoring	US-3	Integrate review data and visualize sentiment	System highlights negative reviews and visual sentiment trend over time	High	Release-2
Business Strategist	Brand Performance Comparison	US-4	Compare multiple brand KPIs over time	User can select brands and see side-by-side trends in performance	Medium	Release-2
R&D Team Member	Ingredient Trend Analysis	US-5	Track ingredient popularity using keyword data	Dashboard displays top trending ingredients with filters by time and product category	Medium	Release-3