

Project Design Phase-II

Data Flow Diagram & User Stories

Date	03 June 2025
Team ID	LTVIP2025TMID50344
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.

The Data Flow Diagram (DFD) for this project outlines how cosmetic data flows through the system, is processed in Tableau, and results in meaningful insights for end users like analysts and stakeholders.

Entities:

- **Data Source:** Cosmetic Sales & Consumer Behavior CSV/Excel files (raw dataset)
- **Data Preprocessing (optional in Excel or Tableau Prep):** Remove nulls, format dates, standardize product names, drop unnecessary columns.
- **Processing Tool:** Tableau Desktop / Tableau Public
- **Output:** Dashboards & Visualizations (e.g., trend charts, consumer segmentation, product performance).
- **Users:** Marketing Analysts, Brand Managers, Product Development Teams, Sales Executives.

Flow Summary:

1. Raw cosmetic dataset is imported into Tableau.
2. Columns like product sales, consumer demographics, ingredient lists, and review sentiment are processed.
3. Multiple visualizations (bar charts, line graphs for trends, pie charts for market share, treemaps for product categories) are created.
4. Dashboards are compiled and published to Tableau Public.

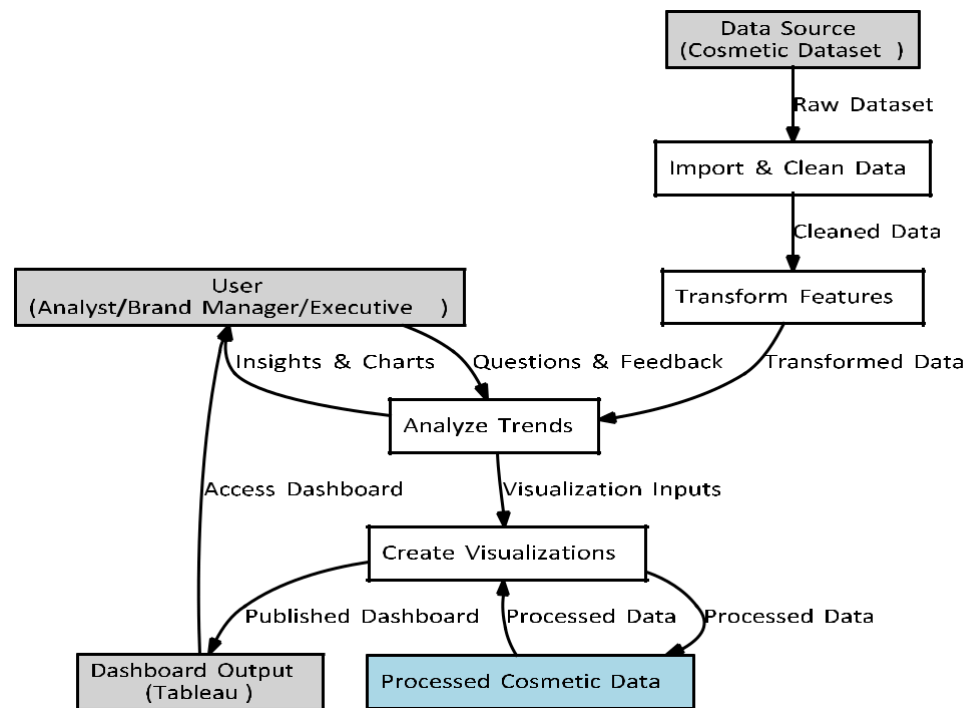
5. Users access dashboards for strategic decisions regarding product launches, marketing campaigns, and inventory management.

Flow And Data Flow Diagram:

Example : Flow



Example : DFD Level 0(Industry Standard)



User Stories

User stories Table (For Tableau Dashboard Project):

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Analyst (Dashboard User)	View Sales & Product Performance	USN-1	As an analyst, I want to view overall sales by product category and region so I can understand top performers.	I can see KPIs like total sales, average price per unit, and sales by product category in a single overview dashboard.	High	Sprint-1
Analyst (Dashboard User)	Analyze Consumer Behavior	USN-2	As an analyst, I want to compare sales based on consumer demographics (age, gender) to understand target audiences.	I can view bar charts showing sales distribution across different age groups and genders.	High	Sprint-1
Marketing Manager	Understand Trend Impact	USN-3	As a marketing manager, I want to visualize emerging beauty trends (e.g., clean beauty, specific ingredients) to tailor campaigns.	I can use a trend line chart to see the growth or decline of specific cosmetic trends over time.	High	Sprint-1
Product Development (Dashboard User)	Explore Product Features & Ingredients	USN-4	As a product developer, I want to explore product sales grouped by key ingredients or benefits (e.g., hydrating, anti-aging).	I can view a grouped bar chart showing sales by ingredient type and product benefit.	Medium	Sprint-2
Sales Executive	Identify Regional Opportunities	USN-5	As a sales executive, I want to visualize sales distribution by geographic region to identify high-growth areas.	I can see a map visualization showing sales performance per region/city.	Medium	Sprint-2
Admin (Dashboard Publisher)	Public Dashboard	USN-6	As an admin, I want to upload dashboards to Tableau Public for stakeholder access.	I can publish the workbook and share the Tableau Public link.	High	Sprint-1

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Analyst (Dashboard User)	Filter Data	USN-7	As an analyst, I want to filter dashboards by time period (e.g., quarter, year) or specific product lines.	I can use filter controls to dynamically adjust views.	High	Sprint-1
Executive	Export Visual Reports	USN-8	As an executive, I want to download and share charts with my team for presentations.	I can export visuals as images or PDFs from Tableau.	Medium	Sprint-2