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

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50824
Project Name	**Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau**
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	Interactive KPI Dashboard	Displays key metrics like top brands, number of products, active ingredients, and consumer rating trends, filterable by product type and region.
FR-2	Model & Spec Analytics	Allows users to compare cosmetic products based on features like ingredient type, skin compatibility, price range, and popularity.
FR-3	Quarterly Market Share Visualization	Shows brand-wise performance trends across four quarters using bar charts and pie/donut charts..
FR-4	Pricing Pattern Insights	Visualizes average price distribution and customer feedback patterns based on product category and ingredient composition
FR-5	Geo-Map Representation	Displays regional preferences and product popularity across different Indian states using interactive maps.
FR-6	Story-Based Dashboard Navigation	Provides a guided, story-driven dashboard experience explaining shifts in consumer preferences, product trends, and market dynamics with narrative captions.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	Dashboards should load within 3–5 seconds, even when filters (e.g., product type, region, brand) are applied.
NFR-2	Scalability	The solution must support addition of new cosmetic products, ingredients, regions, and time periods in future datasets.
NFR-3	**Responsiveness**	Dashboard layout should be optimized for both laptops and projectors for smooth use during presentations. The interface must be intuitive, clean,
NFR-4	**Performance**	and easily understandable without requiring a technical background.
NFR-5	**Usability**	Use a visually comfortable theme (light/dark) with soft colors, legible fonts, and clear legends to reduce eye fatigue.. All KPIs, ratings, and visual summaries
NFR-6	**Data Accuracy**	must be validated against source datasets to ensure accuracy.