

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

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS42279
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. These requirements define the core functionalities needed to support data analysis, visualization, and insight generation for product placement evaluation. The system leverages visualization capabilities of Tableau to provide interactive dashboards and analytical insights for stakeholders.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Data Integration	1.Data extraction from database 2.Import of sales, placement, and customer demographic datasets 3.Data validation and cleaning
FR-2	Data Preparation	1.Data transformation for visualization 2.Creation of calculated fields 3.Data aggregation and filtering
FR-3	Visualization & Dashboard	1.Creation of multiple visualizations (charts, graphs, maps) 2. Interactive dashboard design 3.Filter and parameter controls
FR-4	Story & Reporting	1.Story creation using Tableau scenes 2.Insight generation and reporting 3.Exporting dashboards and reports
	User Interaction	1.Dashboard navigation and interaction 2.Applying filters and drill-down analysis 3.Viewing summarized insights
	System Integration	1.Web integration using Flask 2.Deployment and access through web interface

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution. These requirements ensure the system operates efficiently, securely, and reliably while providing a positive user experience.

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	The system shall provide an intuitive and user-friendly interface with interactive dashboards that are easy to navigate and interpret by users with varying technical expertise.
NFR-2	Security	The system shall ensure secure access to datasets and dashboards by implementing authentication and controlled access mechanisms to protect sensitive business data.
NFR-3	Reliability	The system shall consistently provide accurate visualizations and insights without failure during normal operations and data processing tasks.
NFR-4	Performance	The system shall process datasets efficiently and load dashboards within acceptable response times to ensure smooth user interaction.
NFR-5	Availability	The system shall be accessible whenever required by users with minimal downtime during normal operational hours.
NFR-6	Scalability	The system shall support increasing data volumes and additional users without significant degradation in performance.