

Project Design Phase-II
Data Flow Diagram & User Stories

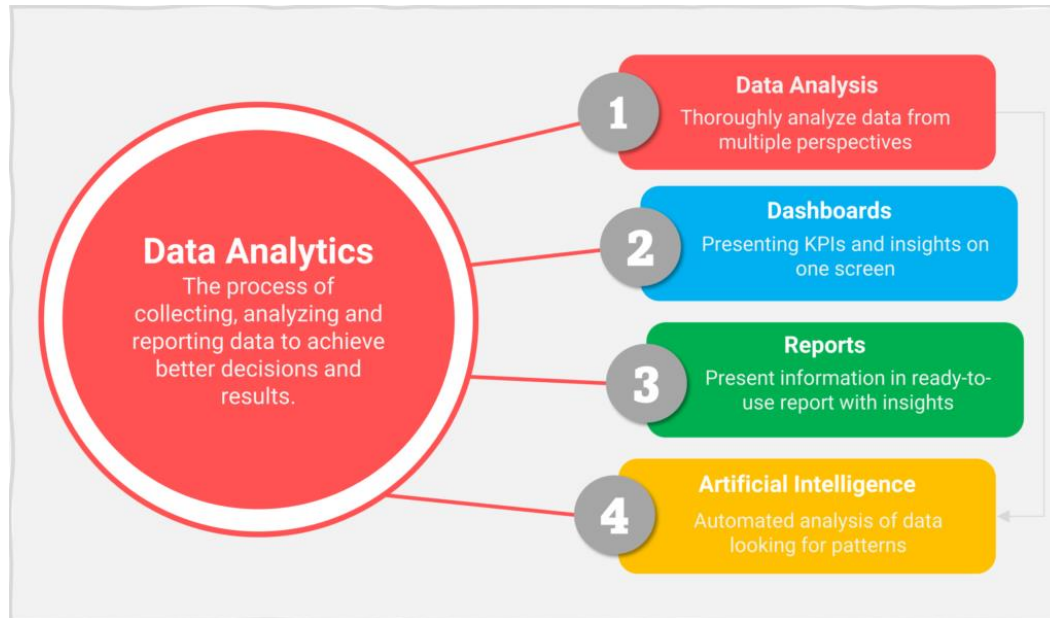
Date	20 Feb 2026
Team ID	LTVIP2026TMIDS42279
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Data Flow Diagrams:

A Data Flow Diagram (DFD) provides a graphical representation of how data moves through the proposed system and how different components interact to transform raw data into meaningful insights. In this project, the DFD illustrates the flow of sales data, product placement information, and customer demographic data from data sources into processing modules where data cleaning, transformation, and visualization are performed.

The system processes the collected data to generate analytical outputs such as dashboards, reports, and visual insights using Tableau. The diagram also highlights data storage components and shows how processed information is accessed by stakeholders for decision-making.

The Level-0 DFD represents the overall system as a single process interacting with external entities such as the database and end users. The simplified DFD further breaks down the system into key processes including data collection, data preparation, visualization generation, dashboard interaction, and insight delivery. These diagrams help in understanding system boundaries, data dependencies, and processing flow clearly.



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
Customer (Business User / Analyst)	Data Analysis & Visualization	USN-1	: As a business analyst, I want to upload and access sales and placement data so that I can analyze performance trends.	Data is successfully uploaded and accessible in dashboards.	High	Sprint-1
Customer (Business User / Analyst)	Data Analysis & Visualization	USN-2	As a user, I want to view interactive dashboards to understand sales patterns and placement effectiveness.	Dashboards display accurate visualizations with filters enabled.	High	Sprint-1
Customer (Business User / Analyst)	Data Analysis & Visualization	USN-3	As a marketing manager, I want to apply filters and calculated fields to analyze specific product categories.	Filters and calculated metrics update visualizations dynamically	Medium	Sprint-2
Customer (Business User / Analyst)	Data Analysis & Visualization	USN-4	As a decision-maker, I want to generate reports from dashboards to support strategic planning.	Reports can be exported and contain accurate summarized insights.	Medium	Sprint-2

[illegible]