

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

Date	26 June 2025
Team ID	LTVIP2025TMID50332
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	Data Collection & Extraction	Downloading the dataset on cosmetics trends, consumer insights, and usage patterns.
FR-2	Collect the Dataset	Collect data from online sources (e.g., Kaggle, Statista, cosmetic product reviews, surveys).
FR-3	Connect Data with Tableau	Connect the dataset to Tableau Public/Desktop to enable visual analysis.
FR-4	Prepare the Data for Visualization	Prepare dataset by: 1. Cleaning 2. Collect the Dataset. Removing Nulls 3. Encoding fields 4. Assigning columns (e.g., Age, Region, Product Type, Usage Frequency)
FR-5	Data Visualizations	Create visualizations using Tableau for deep insights into cosmetic usage trends.
FR-6	No. of Unique Visualizations	Build the following visualizations: 1. Pie Chart:- Top Brands 2. Bar Graph:- Count Label 3. Box Plot:- Price Vs. Brand 4. Side-by-Side Graph:- Sensitive skin suitability 5. Bubble Chart:- Dry Skin Suitability 6. Whisker plot:- Normal Skin Suitability

		<p>7. Stacked Bar Graph: Oily Skin Suitability</p> <p>8. Stacked Bar Graph:- Brand vs. Ranking, Label Vs. Ranking</p>
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FR-7	Responsive Dashboard Design	Create responsive, interactive dashboards adaptable to mobile, tablet, and desktop views.
FR-8	UX/UI Design	Build clean, minimal, and user-friendly layouts with consistent color schemes.
FR-9	Narrative Flow (Storyboarding)	<p>Divide dashboard into multiple tabs such as:</p> <ol style="list-style-type: none"> 1. Project Ranking and Detailed Analysis 2. Project Suitability Overview
FR-10	Performance Testing	Test dashboard speed, filter execution time, and performance under large datasets. Simulate ETL (if applicable).
FR-11	Utilization of Data Filters	<p>Add dynamic filters for:</p> <ul style="list-style-type: none"> • Age Group • Gender • Region • Product Type • Brand • Rating
FR-12	Use of Calculated Fields	<p>Use calculated fields like:</p> <ul style="list-style-type: none"> • Sensitive Skin Suitability • Normal Skin Suitability • Dry Skin Suitability • Oil Skin Suitability
FR-13	Variety of Visualizations	Use different chart types per variable: e.g., demographics, product type, region.
FR-14	Web Integration	Publish dashboards on Tableau Public.
		Embed into web pages and enable link sharing. Optionally use Google Analytics to track interactions.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Maintainability	The project files (data sources, Tableau workbook) should be organized and documented clearly for easy updates and edits.
NFR-2	Performance	The dashboard should adapt to different screen sizes (desktop, tablet, mobile) without losing readability or functionality.
NFR-3	Responsiveness	The dashboard should adapt to different screen sizes (desktop, tablet, mobile) without losing readability or functionality.
NFR-4	Scalability	The system should be able to handle increasing amounts of data (e.g., monthly updates or multiple product categories) without requiring major redesigns.