

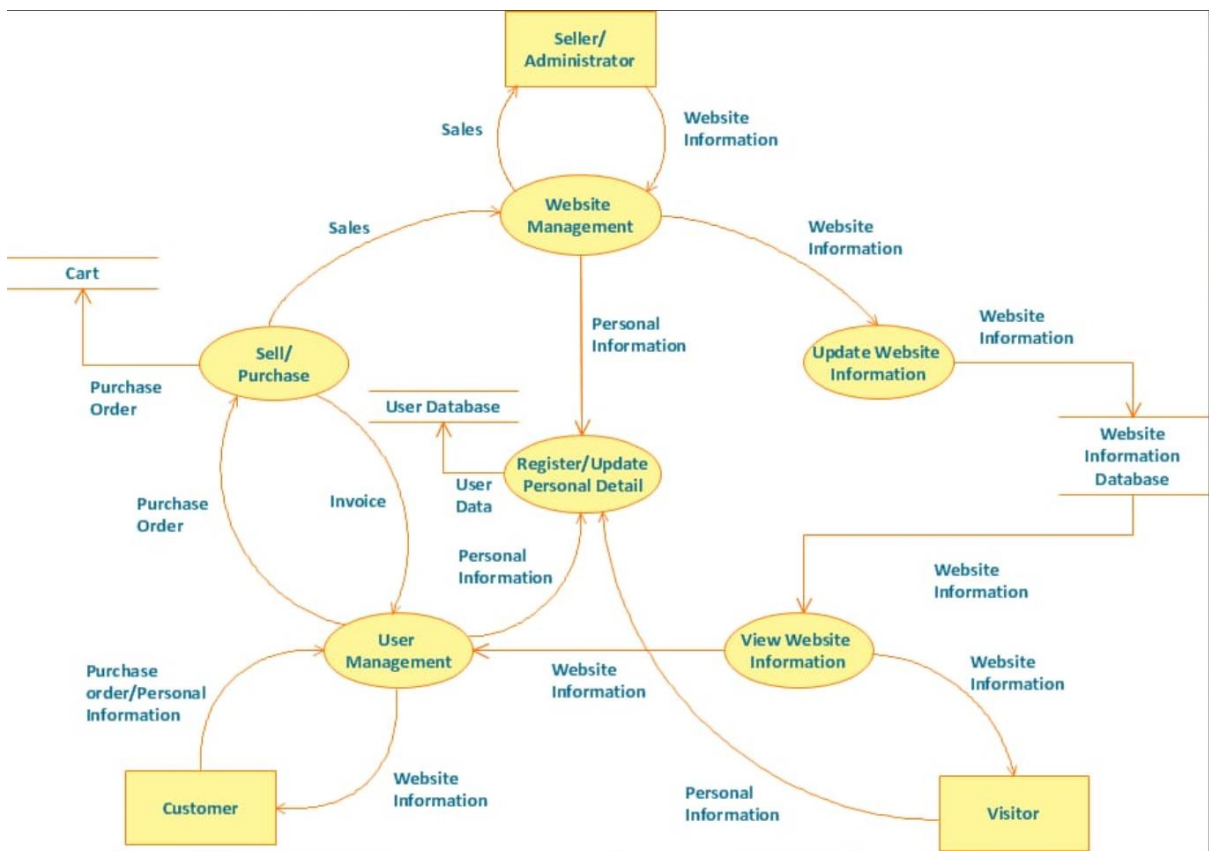
Project Design Phase-II

Data Flow Diagram & User Stories

Date	June 2025
Team ID	LTVIP2025TMID50930
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.



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
Marketing Analyst	Product Trends Analysis	US01	As a marketing analyst, I want to view trending cosmetic products by category	Should display top 10 trending products by selected category and time period	High	R1
Product Manager	Sentiment Analysis	US02	As a product manager, I want to analyse customer reviews to understand sentiment	Should show percentage of positive/neutral/negative reviews for selected products	High	R1
Business User	Sales Dashboard	US03	As a business user, I want to see sales performance across regions	Should present sales by region in chart/table format with filter options	Medium	R2
Marketing Analyst	Influencer Insights	US04	As a marketing analyst, I want to know which influencers are promoting products	Should list top influencers by engagement and product mentions	Medium	R2
Product Manager	Ingredient Popularity	US05	As a product manager, I want to see which ingredients are gaining popularity	Should display ingredients trending over last 6 months, sourced from reviews and social media	Low	R3