Project Design Phase-II
Data Flow Diagram & User Stories

Date	20 Jun 2025
Team ID	LTVIP2025TMID49390
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.

Cosmetic Insights Dashboard System
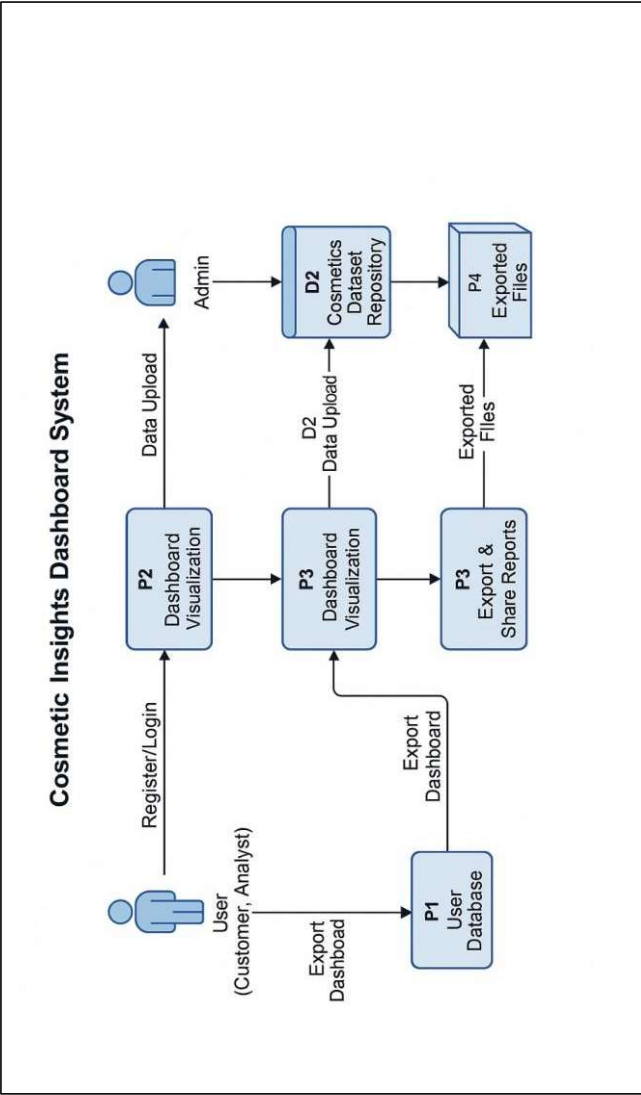
User Stories

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 (Mobile user)	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	I can access my account / dashboard	High	Sprint-1
Customer (Mobile user)	Registration	USN-2	As a user, I will receive confirmation email once I have registered for the application	I can receive confirmation email & click confirm	High	Sprint-1
Customer (Mobile user)	Registration	USN-3	As a user, I can register for the application through Facebook	I can register & access the dashboard with Facebook Login	Low	Sprint-2
Customer (Mobile user)	Registration	USN-4	As a user, I can register for the application through Gmail	I can register & login using my Gmail credentials	Medium	Sprint-1
Customer (Mobile user)	Login	USN-5	As a user, I can log into the application by entering email & password	I am logged in & redirected to the main dashboard	High	Sprint-1
Customer (Web user)	Dashboard	USN-6	As a user, I can view cosmetic product trends by brand, region, and category on a dashboard	I can filter and explore visual trends using Tableau dashboards	High	Sprint-2
Customer (Web user)	Insights Export	USN-7	As a user, I can export dashboard insights as PDF or Image for offline analysis	I can download/export charts and visuals in various formats	Medium	Sprint-2
Customer Care Executive	Consumer Insights	USN-8	As a care executive, I can view user behavior metrics to understand customer preferences	I can see key behavior KPIs like product views, likes, ratings	Medium	Sprint-2
Administrator	Data Upload	USN-9	As an admin, I can upload new datasets (Excel, CSV) into the Tableau dashboard	The new dataset is processed and reflected in the updated dashboard	High	Sprint-1
Administrator	Access Control	USN-10	As an admin, I can manage user roles and permissions (viewer, editor, admin)	I can assign or revoke dashboard access levels	High	Sprint-1