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

Date	15 February2026
Team ID	LTVlP2026TMlDS75407
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.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form Registration through Gmail Registration through LinkedIN
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3	Data Ingestion	Upload data files (CSV, Excel) Connect to live cosmetic sales databases Scheduled data sync
FR-4	Insights Dashboard	View trends by category (e.g., skincare, makeup) Filter by region, brand, gender, age group Time-based trend analysis
FR-5	Consumer Behavior Analysis	Product sentiment analysis Top-reviewed products Customer segmentation via demographics
FR-6	Export & Share	Export dashboards as PDF/Image Share dashboard link with filters applied

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	Intuitive drag-and-drop interface in Tableau, accessible to business users
NFR-2	**Security**	User authentication, role-based access to dashboards and data
NFR-3	**Reliability**	Dashboards must be updated and accessible without interruption during working hours
NFR-4	**Performance**	Dashboards should load under 3 seconds for up to 1 million records
NFR-5	**Availability**	99.9% uptime of Tableau dashboards and data connectors
NFR-6	**Scalability**	Should support growing datasets and users without significant performance degradation