

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

Date	26 June 2025
Team ID	LTVIP2025TMID20736
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	Track Sales by Product Category	Display total sales by product category (bar chart) Rank categories based on sales performance
FR-2	Filter Sales by Branch and Time	Select specific branches for analysis Break down sales by month and day
FR-3	Visualize Sales Heatmaps for Placement insights	Generate heatmap of sales by product Highlight areas with high sales density
FR-4	Compare Sales Before and After Placement	Compare sales figures before and after change Evaluate effectiveness of placement strategy

**Non-functional Requirements:**

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

FR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	The dashboard must be user-friendly and easy to interpret for marketing and sales teams.
NFR-2	<b>Security</b>	Access to the dashboard should be restricted to internal team members via secure authentication.
NFR-3	<b>Reliability</b>	Dashboard visualizations and filters should consistently display accurate sales insights.
NFR-4	<b>Performance</b>	All filters and visual elements (heatmaps, category breakdowns) should load within 3 seconds.
NFR-5	<b>Availability</b>	The dashboard should be available during business hours without interruptions.
NFR-6	<b>Scalability</b>	The system should support more branches, products, or timeframes as data grows.