Project Design Phase-II

Solution Requirements (Functional & Non-functional)

Date	29 JUNE 2025
Team ID	LTVIP2025TMID50052
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	Usability	The dashboard must be user-friendly and easy to interpret for marketing and sales teams.
NFR-2	Security	Access to the dashboard should be restricted to internal team members via secure authentication.
NFR-3	Reliability	Dashboard visualizations and filters should consistently display accurate sales insights.
NFR-4	Performance	All filters and visual elements (heatmaps, category breakdowns) should load within 3 seconds.
NFR-5	Availability	The dashboard should be available during business hours without interruptions.
NFR-6	Scalability	The system should support more branches, products, or timeframes as data grows.