

**Project Design Phase-II**  
**Data Flow Diagram & User Stories**

Date	31 January 2025
Team ID	LTVIP2025TMID50532
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

**Data Flow Diagrams(standard flow):**

**1. Consumers Provide Data**

- **Data:** Reviews, preferences, and usage information.
- **How:** Through surveys, product reviews, and social media.

**2. Cosmetic Insights System (Process)**

- **Actions:** Collects, cleans, and analyzes data.
- **Tools:** Uses Tableau for creating visualizations and reports.

**3. Output: Insights & Reports**

- **Outcome:** Provides insights and interactive reports for marketing and product teams.

**4. Cosmetic Companies & Teams Use Insights**

- **Teams:** Marketing and product development.
- **Actions:** Use insights to create better products and targeted marketing offers.

## 5. Result: Better Products & Offers

- **Outcome:** Consumers receive improved products and personalized offers.

## 6. Feedback Loop

- Consumers provide more feedback, and the cycle repeats as companies continue to improve based on new data.

## User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Data Analyst	Data Upload	USN-1	As an analyst, I can upload raw cosmetics datasets into the system.	Data is successfully uploaded and stored for cleaning.	High	Sprint-1
	Data Cleaning	USN-2	As an analyst, I can clean the raw data by removing duplicates and fixing missing values.	Cleaned data is saved and verified.	High	Sprint-1
	Data Storage	USN-3	As an analyst, I can store cleaned data securely for analysis.	Data is stored in the central repository.	High	Sprint-1
	Data Processing	USN-4	As an analyst, I can filter, aggregate, and transform data for visual analysis.	Processed data is ready for Tableau dashboards.	High	Sprint-1
Business Manager	Insights Dashboard	USN-5	As a manager, I can view interactive dashboards showing consumer trends and product rankings.	Dashboard displays key KPIs clearly.	High	Sprint-2
	Real time Alerts	USN-6	As a manager, I receive alerts when consumer preferences drop or product concerns arise.	Alerts are triggered correctly and visible in the dashboard.	Medium	Sprint-3
Product Development	Product Analysis	USN-7	As a product team member, I can analyze product performance and suitability for different skin types.	Insights are shown for each skin type with clear visuals.	Medium	Sprint-2

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Marketing Team	Export Reports	USN-8	As a marketer, I can export insights reports from Tableau dashboards.	Reports are downloadable in PDF or Excel.	Medium	Sprint-3