

Project Design Phase-II

Data Flow Diagram & User Stories

Date	14 june 2025
Team ID	LTVIP2025TMID47517
Project Name	Strategic Product Placement
Maximum Marks	4 Marks

Data Flow Diagrams:

[Raw CSV Dataset: Product Positioning.csv]



[Data Preprocessing in Tableau]

- Convert types
- Rename headers
- Create calculated fields



[In-Memory Tableau Storage]



[Visualization Layer (Tableau Sheets)]

- Bar chart, Donut, Waterfall, Highlight table, Funnel, etc.



[Dashboard View + Filters]

- Product Category
- Foot Traffic
- Promotion
- Demographics



[Business Users / Decision Makers]

User Stories :

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance Criteria	Priority	Release
Retail Analyst	Analyze Product Position Impact	USN-1	As a retail analyst, I want to compare product positions (aisle, end-cap) against sales volume	I can view and filter sales data by product position	High	Sprint-1
Marketing Manager	Evaluate Promotion Effectiveness	USN-2	As a marketer, I want to analyze how promotions affect sales for different demographics	I can view donut charts comparing Yes/No promotion sales	High	Sprint-1
Store Manager	Study Traffic vs. Sales Patterns	USN-3	As a store manager, I want to see if high foot traffic areas lead to more sales	I can view area or funnel charts that reflect traffic-related sales	Medium	Sprint-2
Business Strategist	Compare Price vs. Competitor Price	USN-4	As a strategist, I want to evaluate pricing effectiveness vs. competitors	I can view calculated fields showing price gaps and related sales	Medium	Sprint-2
Retail Analyst	Filter Dashboard for Targeted View	USN-5	As an analyst, I want to filter dashboard by traffic, category, and demographic	I can interactively adjust filters and see updated graphs	High	Sprint-1
Marketing Manager	Export Reports	USN-6	As a marketing lead, I want to export visuals and charts for executive reports	I can export the dashboard or selected charts as PDF or image	Low	Sprint-3