

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

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50828
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
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	Interactive KPI Dashboard	Displays total sales, top-selling cosmetic brands, and category-wise performance (e.g., skincare, makeup) by region.
FR-2	Model & Spec Analytics	Allows users to compare cosmetic products (e.g., foundations, moisturizers) based on key attributes like SPF level, ingredients, skin type compatibility, and formulation (cream, gel, powder) ..
FR-3	Quarterly Market Share Visualization	Visualizes brand-wise market share across India's cosmetics sector , segmented into four quarters using donut and bar charts
FR-4	Pricing Pattern Insights	Displays average price distribution and discount trends based on product category, ingredient type, and skin concern (e.g., acne, aging) .
FR-5	Geo-Map Representation	Highlights state-wise sales performance of cosmetic brands/products in India, including top categories by region ,price.
FR-6	Story-Based Dashboard Navigation	Presents a step-by-step narrative view of how cosmetic product sales and brand performance evolved across regions, categories, and time, using captioned storytelling and dynamic visuals.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	Dashboards must load within 3–5 seconds even with filters applied.
NFR-2	Scalability	The framework should support future data addition (e.g., new models or regions).
NFR-3	Responsiveness	Dashboard layout should be usable on laptops and projectors during presentations.
NFR-4	Performance	The interface must be simple, readable, and require no technical background to explore.
NFR-5	Usability	Use a dark theme with eye-comfort colors and clear legends to reduce user fatigue.
NFR-6	Data Accuracy	Ensure calculations (KPIs, averages, comparisons) are correctly validated against source files.