

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

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| Date | 31 January 2025 |
| Team ID | LTVIP2026TMIDS79606 |
| 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 | Data Integration | Connect to .csv / Excel datasets containing sales and social metrics. Data joining of Sales tables and Sentiment tables via <code>Product_ID</code> . |
| FR-2 | Sentiment Analysis Engine | Categorize feedback into Positive, Neutral, and Negative Extract "Keyword" frequency (e.g., "Allergy," "Glowing," "Rash"). |
| FR-3 | Market Trend Visualization | Time-series analysis of ingredient trends (e.g., Vitamin C vs. Retinol). |
| FR-4 | Alert & Monitoring System | Visual threshold alerts (Red color coding) when sentiment drops below 2.5. |
| FR-5 | Reporting & Filtering | Interactive filters for Product Category (Makeup, Skincare, Hair). One-click export of dashboard views to PDF for executive meetings. |

Non-functional Requirements:

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

| FR No. | Non-Functional Requirement | Description |
|--------|----------------------------|---|
| NFR-1 | Usability | Intuitive Tableau interface requiring zero technical training for Brand Managers. |
| NFR-2 | Security | Row-level security to ensure only authorized regional managers see their specific data. |
| NFR-3 | Reliability | 100% data validation between the source Excel files and Tableau calculated fields. |
| NFR-4 | Performance | Dashboard load time must be under 3 seconds for smooth interactivity. |
| NFR-5 | Availability | Cloud-hosted (Tableau Public/Online) access available 24/7 for remote teams. |
| NFR-6 | Scalability | Ability to handle an increase from 1,000 to 100,000 customer feedback rows without lag. |