

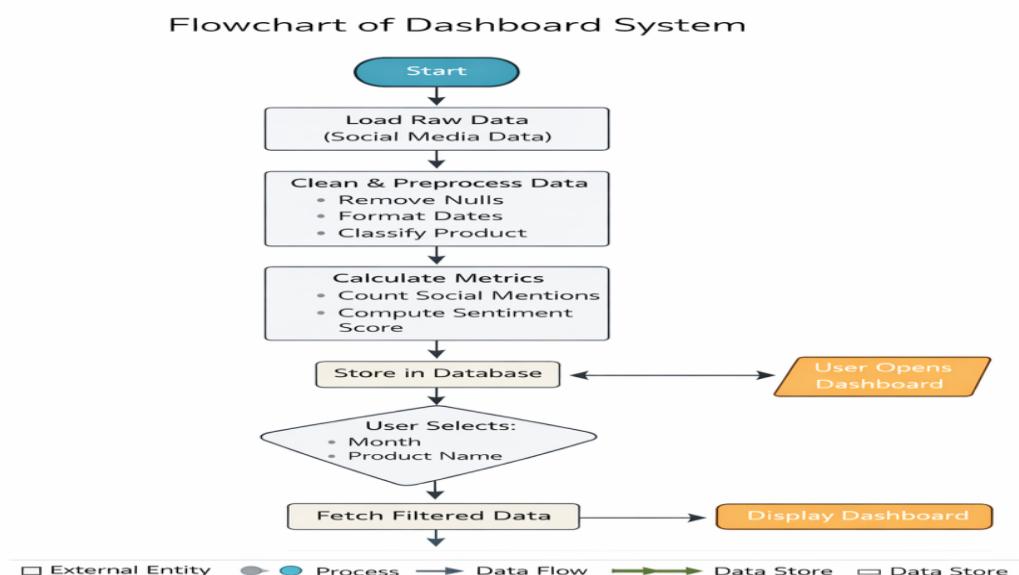
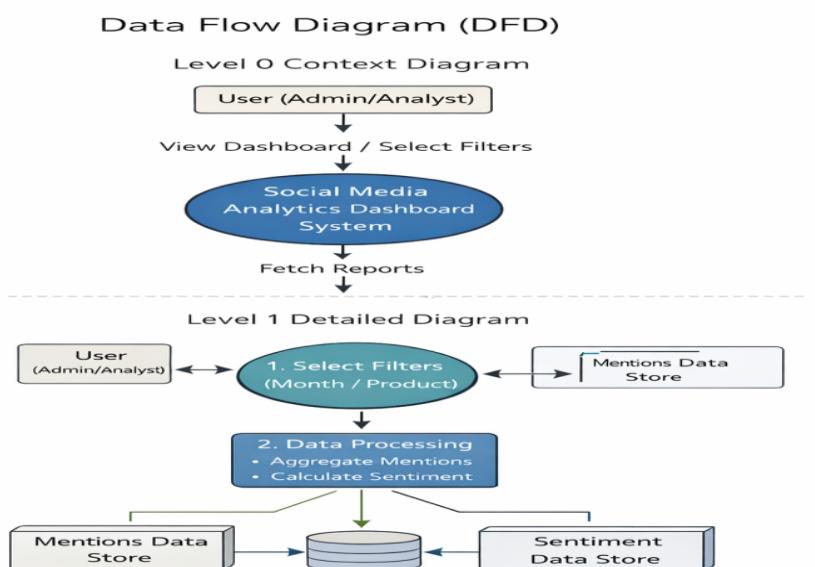
Project Design Phase-II

Data Flow Diagram & User Stories

Date	31 January 2025
Team ID	LTVIP2026TMIDS79606
Project Name	cosmetic insights : navigating cosmetics trends and consumer insights with tableau
Maximum Marks	4 Marks

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.



User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Brand Manager	Data Integration	USN-1	As a Brand Manager, I want to combine sales and sentiment data so I can see how mood affects revenue.	Data from CSVs (Sales & Reviews) is successfully joined via Product ID.	High	Sprint-1
Data Analyst	Data Cleaning	USN-2	As an Analyst, I want to remove null values and normalize product names to ensure visualization accuracy.	100% of missing entries handled; product names standardized across all sheets.	High	Sprint-1
Customer	Sentiment Insights	USN-3	As a Customer, I want to see clear sentiment labels (Positive/Negative) so I can trust the product quality.	Review text is correctly categorized by the NLP model with at least 85% accuracy.	Medium	Sprint-2
Brand Manager	Critical Alerting	USN-4	As a Brand Manager, I want to receive red-flag alerts when sentiment drops below a threshold.	Dashboard highlights products in RED if the average rating is < 2.5 or sentiment is negative.	High	Sprint-1
Stakeholder	Trend Reporting	USN-5	As a Stakeholder, I want a time-series graph to see brand health over the last 12 months.	A Tableau line chart displays monthly sentiment vs. monthly sales growth.	Low	Sprint-1
	Dashboard					