

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

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 Product_ID.
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.