

Project Design Phase-II

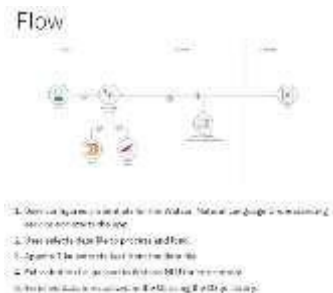
Data Flow Diagram & User Stories

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|---------------|---|
| Date | 1 July 2025 |
| Team ID | LTVIP2025TMID32599 |
| Project Name | Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 4 Marks |

Data Flow Diagrams:-

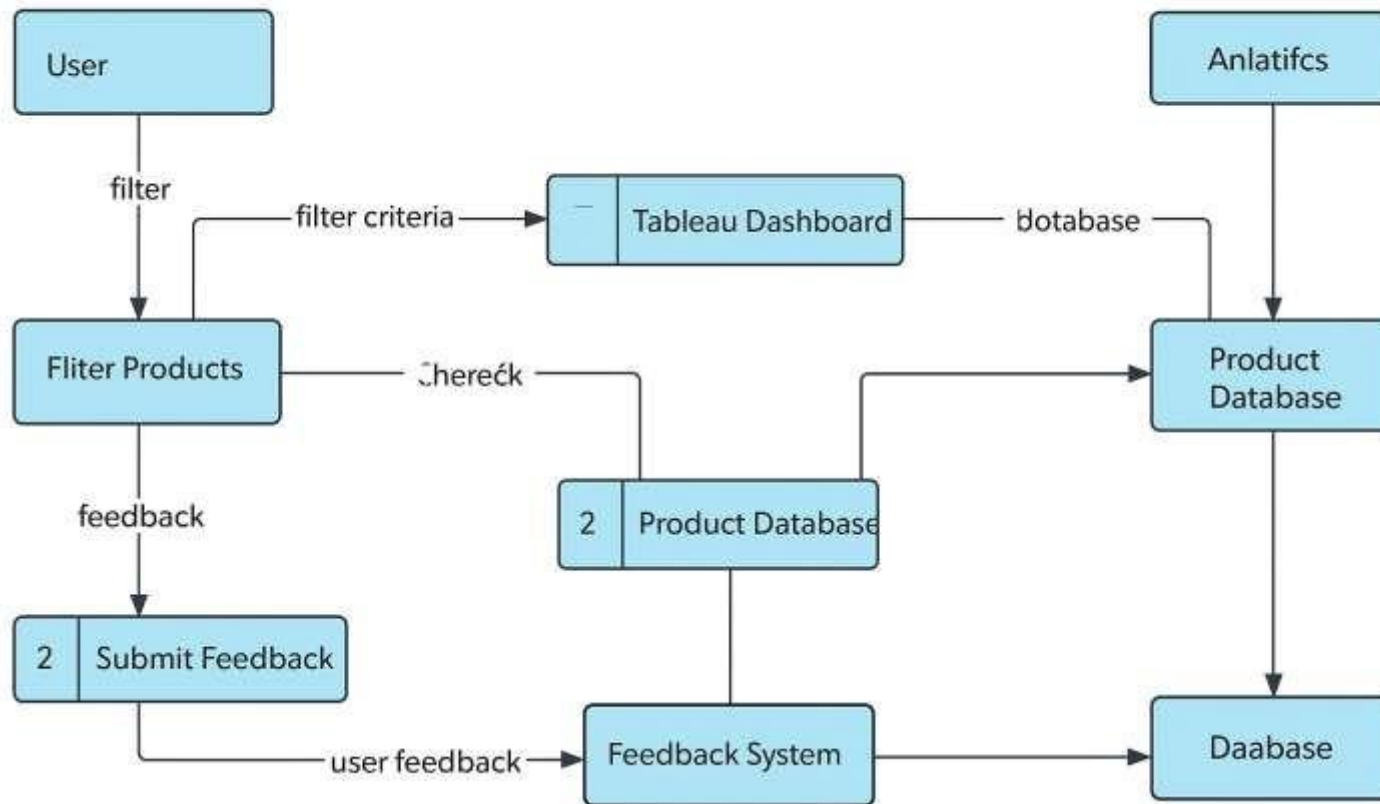
A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored. **Example:**

(Simplified)



Example:-DFD Diagram for Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau:-

Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau



User Stories:-

| User Type | Functional Requirement (Epic) | User Story Number | User Story / Task | Acceptance criteria | Priority | Release |
|----------------|-------------------------------|-------------------|--|---|----------|----------|
| Customer (Web) | View Product Trends | USN-1 | As a customer, I can view top-rated cosmetics by trend score | Products are shown in descending trend score | High | Sprint-1 |
| Customer (Web) | Filter by skin type | USN-2 | As a customer, I can filter cosmetics based on skin type (dry, oily, etc.) | I can apply filters and see relevant products | High | Sprint-1 |
| Customer (Web) | Compare Products | USN-3 | As a customer, I can compare ratings, prices, and ingredients | Dashboard shows side-byside product data | Medium | Sprint-2 |
| Marketer | View Customer Insights | USN-4 | As a marketer, I can view insights about customer preferences and trends | Tableau shows regionwise analytics | High | Sprint-1 |
| Admin | Upload New Product Data | USN-5 | As an admin, I can upload new cosmetic product datasets | New data is stored and used in dashboard | High | Sprint-2 |
| Customer (Web) | Submit | USN-6 | As a customer, I can rate and review a product | My review is visible and stored | Medium | Sprint-2 |