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

Date	31 January 2026
Team ID	LTVIP2026TMIDS38827
Project Name	Strategic Product Placement Analysis
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 Visualization	Create interactive dashboards in Tableau
		Display sales performance by product placement
		Visualize customer demographics and behaviour
FR-2	Strategic Analysis	Compare product placement types (endcap, aisle, shelf)
		Identify high-performing placement strategies
		Analyze revenue trends and patterns
FR-3	Story Creation	Develop Tableau Story for strategic insights
		Present step-by-step data findings
		Highlight actionable recommendations
FR-4	Web Integration	Embed Tableau dashboard into Bootstrap website
		Ensure responsive display on different devices
		Provide user-friendly navigation

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	The dashboard and website should be user-friendly, easy to navigate, and visually clear so users can understand insights without technical knowledge.
NFR-2	**Security**	Data embedded in Tableau dashboards should be securely accessed, and sensitive business data should not be publicly editable or exposed.
NFR-3	**Reliability**	The dashboard should load consistently without errors and display accurate, up-to-date data.
NFR-4	**Performance**	The website and embedded Tableau dashboards should load quickly and respond smoothly to user interactions (filters, charts, etc.).
NFR-5	**Availability**	The system should be accessible online 24/7 with minimal downtime.
NFR-6	**Scalability**	The system should be able to handle increasing amounts of data (sales records, customer demographics, product categories) and support additional dashboards or users without affecting performance.