Product Requirements and Specification Document

Project Name

MediaPulse - Entertainment Content Analytics

Description

Develop a Tableau dashboard to analyze streaming content performance, focusing on viewership trends, genre popularity, and user ratings. The dashboard will include interactive filters for content type and time period, supporting business decision-making with a modern, futuristic design.

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1. Objectives

Objective	Description
Performance Analysis	Visualize content viewership trends over time
Genre Insights	Identify and compare genre popularity
User Ratings	Analyze and display user rating distributions
Interactivity	Enable filtering by content type and time period
Business Value	Support data-driven content and marketing decisions

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2. Stakeholders

Role	Responsibility
Product Owner	Requirements, acceptance
Data Analyst	Data preparation, validation
Tableau Developer	Dashboard implementation
Business Stakeholder	Review, feedback

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3. Functional Requirements

ID	Requirement
FR1	Display total and trend of viewership over selectable time periods
FR2	Show genre popularity via charts (e.g., bar, pie)
FR3	Present user ratings (average, distribution) per content and genre
FR4	Provide interactive filters: content type (movie, series, etc.), time period
FR5	Allow drill-down into specific content details

FR6	Export dashboard views as images or PDF

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4. Non-Functional Requirements

ID	Requirement
NFR1	Dashboard loads within 5 seconds
NFR2	Responsive design for desktop and tablet
NFR3	Consistent futuristic, business-oriented theme
NFR4	Data refreshes daily
NFR5	Secure access (authenticated users only)

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5. Data Requirements

Data Element	Description	Source
Content Metadata	Title, type, genre, release date	Streaming DB
Viewership Data	Views per content, timestamp	Analytics Logs
User Ratings	Rating value, user ID, timestamp	User Feedback DB

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6. Dashboard Specifications

Layout

- **Header:** Project title, logo, date range selector
- **Main Panels:**
  - Viewership Trends (line chart)
  - Genre Popularity (bar/pie chart)
  - User Ratings (histogram/box plot)
- **Sidebar:** Filters (content type, time period)
- **Footer:** Export options, data refresh timestamp

Interactivity

- Dynamic filtering updates all visualizations in real-time
- Hover tooltips for detailed data points
- Drill-down on charts to view content-level details

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7. User Stories

ID	As a…	I want to…	So that…
US1	Analyst	Filter by genre and time period	Identify trends and patterns

US2	Manager	Export dashboard views	Share insights with stakeholders
US3	Content Planner	Drill into specific content performance	Make informed acquisition choices

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8. Technology Stack

Component	Technology
Dashboard	Tableau
Data Source	SQL/CSV/REST API
Authentication	Tableau Server/Online

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9. Acceptance Criteria

- All functional requirements are met and tested
- Dashboard matches specified layout and theme
- Filters and interactivity function as intended
- Data is accurate and refreshed daily
- Performance and security requirements are satisfied

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10. Timeline & Milestones

Milestone	Target Date
Data Preparation	Week 1
Initial Dashboard Draft	Week 2
Stakeholder Review	Week 3
Final Dashboard Delivery	Week 4

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11. Out of Scope

- Mobile phone optimization
- Real-time data streaming
- Predictive analytics or AI features

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12. Appendix

Sample Data Schema

```
CREATE TABLE content (
  id INT PRIMARY KEY,
  title VARCHAR(255),
```

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  type VARCHAR(50),
  genre VARCHAR(50),
  release_date DATE
);

CREATE TABLE viewership (
  content_id INT,
  view_date DATE,
  views INT
);

CREATE TABLE ratings (
  content_id INT,
  user_id INT,
  rating INT,
  rating_date DATE
);
```

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