Ideation Phase
Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID50706
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Brainstorming-Project : Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

Step 1 : Team Gathering, Collaboration and Problem Selection

- **Team Members** : M. Manideep, K. Madhu Kumar, M. Uday Bhaskar, L. Reshma Sri Rahithya

- **Problem :** Understanding how cosmetic brands and products perform across pricing, skintype suitability, and popularity using Tableau visualizations.

Step 2: Brainstorming Idea Listing and Grouping

Idea	Group
Show total products per label	Category Overview
Compare average price by brand	Brand Analysis
Use pie chart for top brands	Brand Performance
Analyze skin suitability across dry/oily/normal/sensitive	Suitability Analysis
Word cloud for top ingredients	Ingredient Trends
Filters for skin type and brand	Interactivity
Publish dashboards to Tableau Public	Deployment

Step 3 : Idea Prioritization

Idea	Feasability	Impact	Priority
Suitability per skin type	High	High	High
Brand vs Rank	High	High	High
Label Count & Label vs Rank	High	Medium	High
Word Cloud of Ingredients	Medium	Medium	Medium
Filters(skin type, label, brand)	High	High	High
Public dashboard to Tableau Public	High	Medium	Medium