Project Design Phase Problem —
Solution Fit Template

Date	19 June 2025
Team ID	LTVIP2025TMID50706
Project Name	Cosmetic insights: Navigating cosmetics trends and consumer insights with tableau
Maximum Marks	2 Marks

Problem — Solution Fit Template:

Customer Segment

Young adults (18–35), especially women, who are skincare-conscious and follow beauty trends online. They actively browse cosmetic sites, follow influencers, and buy based on peer reviews and trends.

Problem Statement

Users are overwhelmed by too many cosmetic product options, uncertain reviews, and no clear insight into what actually works for their skin type and budget. Marketers also struggle to understand real-time customer trends.

Existing Alternatives

They rely on Instagram influencers, YouTube reviews, brand blogs, and e-commerce reviews, which are often biased, scattered, and not data-backed.

Your Solution

An interactive Tableau dashboard that displays real-time cosmetic product trends, filters by skin type, budget, popularity, and allows users/marketers to visualize data-driven insights.

Unique Value Proposition (UVP)

First-of-its-kind visual analytics tool for cosmetics trends that helps consumers make informed choices and gives marketers real-time behavioral insights.

Key Features / Functions
- Product filtering by skin type, price, and region
- Popular product trends shown in graphs
- Compare ratings and reviews visually
- Customer feedback tracking
- Marketer insights dashboard

User Benefits

Users can confidently choose the right cosmetics, avoid misinformation, and save money. Marketers can design better campaigns using real data.

Solution Validation

Validated through problem statements, user stories, and dashboards built in Tableau which showcase real-time filtering, review visualizations, and customer behavior tracking.

Purpose:

❏ Solve complex problems in a way that fits the state of your customers.

❏ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.

❏ Sharpen your communication and marketing strategy with the right triggers and messaging.

❏ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems. ❏Understand the existing situation in order to improve it for your target group

Template:

CUSTOMER PROBLEM/OPPORTUNTIY DISCOVERY CANVAS

1. CUSTOMER SEGMENT(S) — CS

Young adults (19–30), especially women, who are-skincare-conscuos and fellow beauty influencers. These users vant to stay updated on affordable, trending products and make confident choices based on skin type and genuine reviews.

6. BEHAVIOUR — S8

- Scroll through instragoram/Youthibe for product recommendations Search for best skincare products by skin type
- Watch influencer reviews
- Look for discount offers or trending charts
- Submit or read reviews online

3. TRIGGERS BEFORE / AFTER — EM

- Find afterdable, trending cosmeticss suited to their skin type
- Avoid take or blased product reviews
- Understand what others with similar needs are buying
- Compare multiple products easily
- Stay updated with current cosmetic trends

7. BEHAVIOUR — SL

A Your souuᴛɪᴏɴ d ashboard
- A iebleu-powered-dashbbard tleg users:
  - View trending cosmetics by skin type., pr/ice and rating
  - See summarized real-user feedback
  - Get personalized recommendations

5. CHANNELS OF BEHAVIOUR — RE

5 1. ONLINE
YouTube, instagram, Google search. beauty bloger e-commerce sites (e.g. Mykaa, Amazon)

8.2. BEHAVIOUR
In-store visits, product trials in retail outlets, Discussions with friends

8. PROBLEM ROOT CAUSE — RE

A market is overeloded with similar trending.
- View trending cosmetics by skin type, price, and rating
- Compare multiple products in one place
- See summarized real-user feedback
- Submit their reviews and track new launches

10. PROSOL:SOLUTION-FIT

Cosmetic Insights – Navigatings Cosmeretics. Trends and Consumer Insights with Tableau bridges the gap beetween overwheiming choices