

Business Question and Visualization Report

Date	26 march 2025
Team ID	LTVIP2025TMID28445
Project Name	Cosmetic insights
Maximum Marks	5 Marks

Visualization development refers to the process of creating graphical representations of data to facilitate understanding, analysis, and decision-making. The goal is to transform complex datasets into visual formats that are easy to interpret, enabling users to gain insights and make informed decisions. Visualization development involves selecting appropriate visual elements, designing layouts, and using interactive features to enhance the user experience. This process is commonly associated with data visualization tools and platforms, and it plays a crucial role in business intelligence, analytics, and reporting

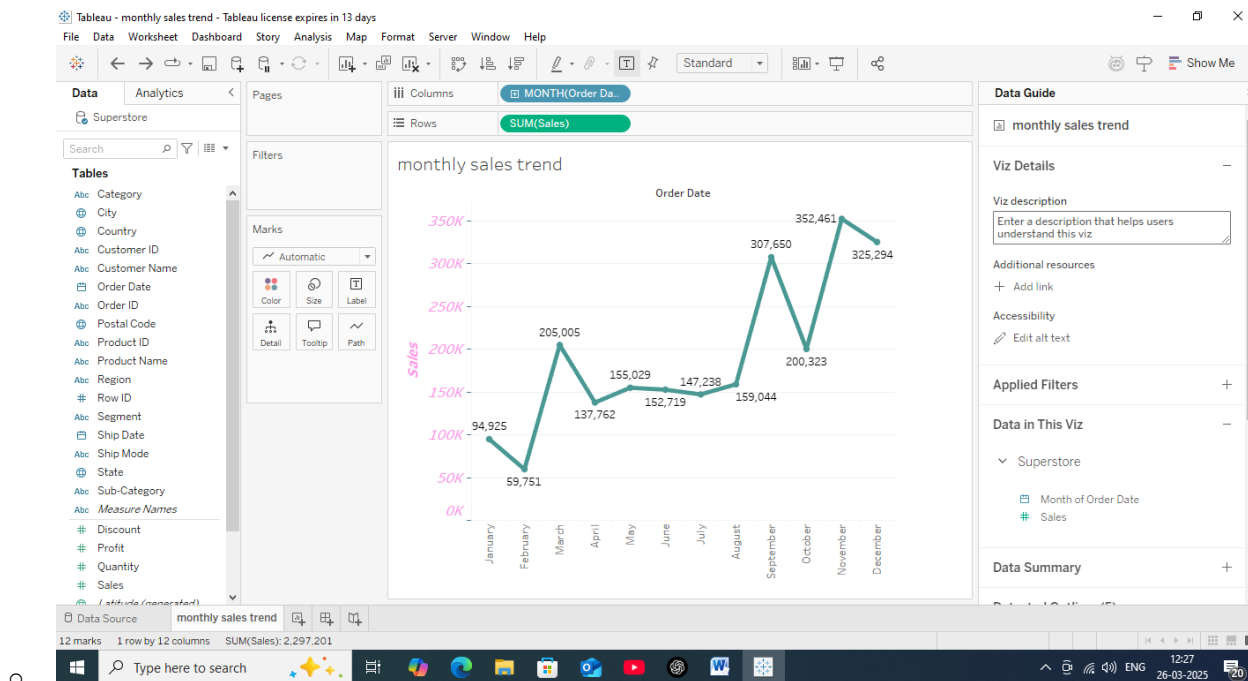
Business Questions and Visualisation

The process involves defining specific business questions to guide the creation of meaningful and actionable visualizations in Tableau. Well-framed questions help in identifying key metrics, selecting relevant data, and building visualisation that provide insights.

Sample

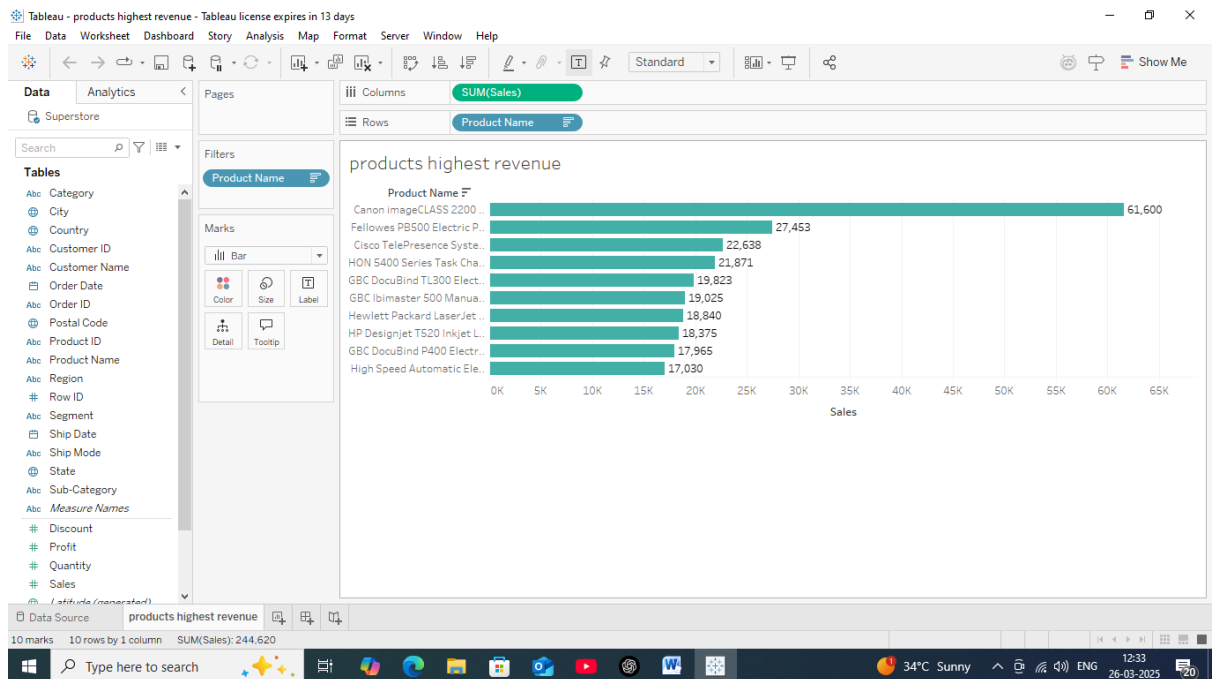
1. What are the monthly sales trends?

- *Visualization:* Line chart showing monthly sales trends.



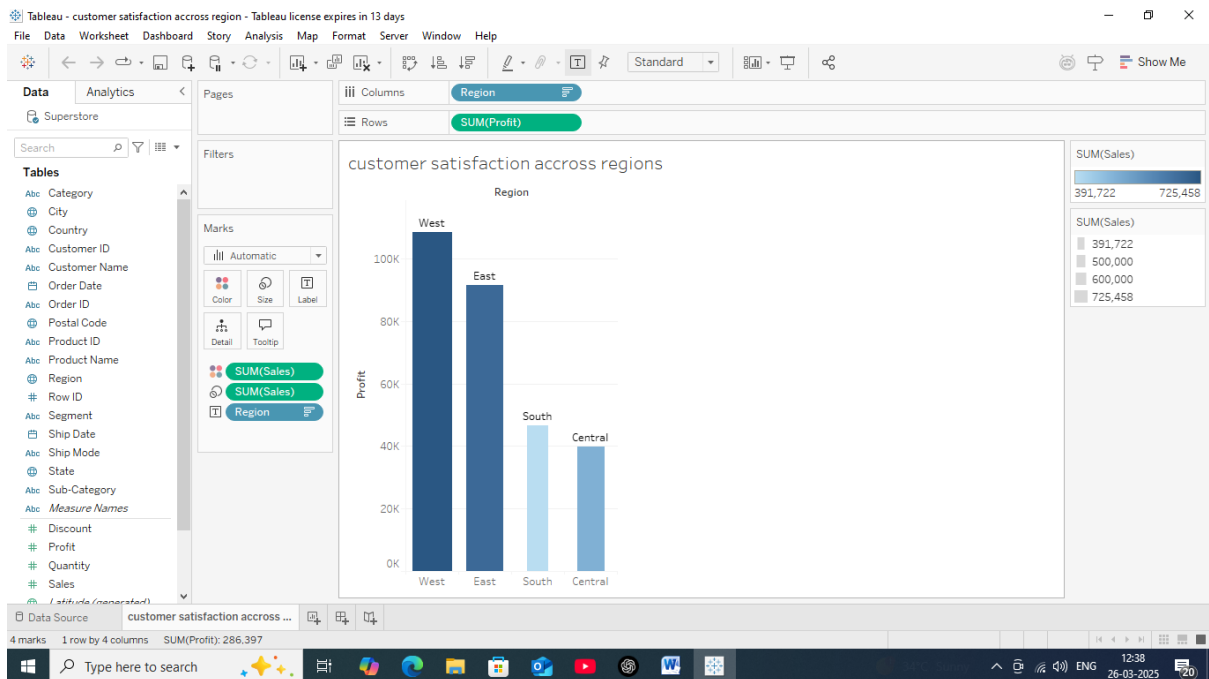
2. Which products have the highest revenue?

- **Visualization:** Bar chart comparing revenue by product



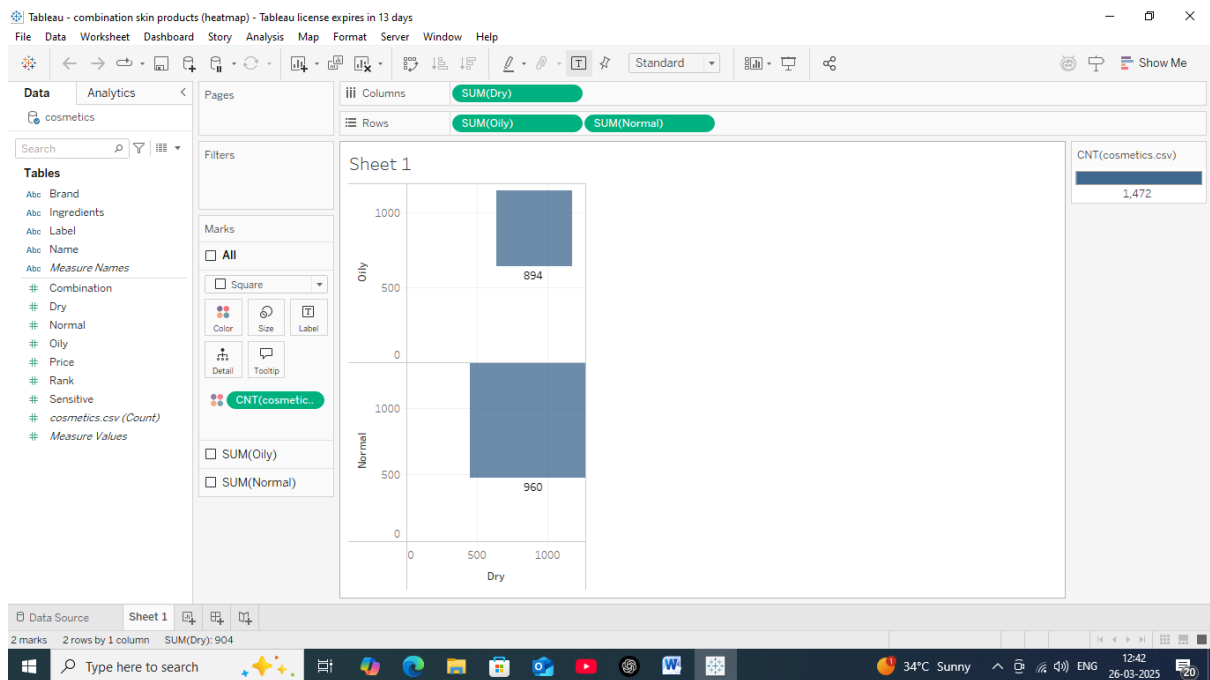
3. How is customer satisfaction varying across regions?

- **Visualization:** Map visualization showing customer satisfaction by region.



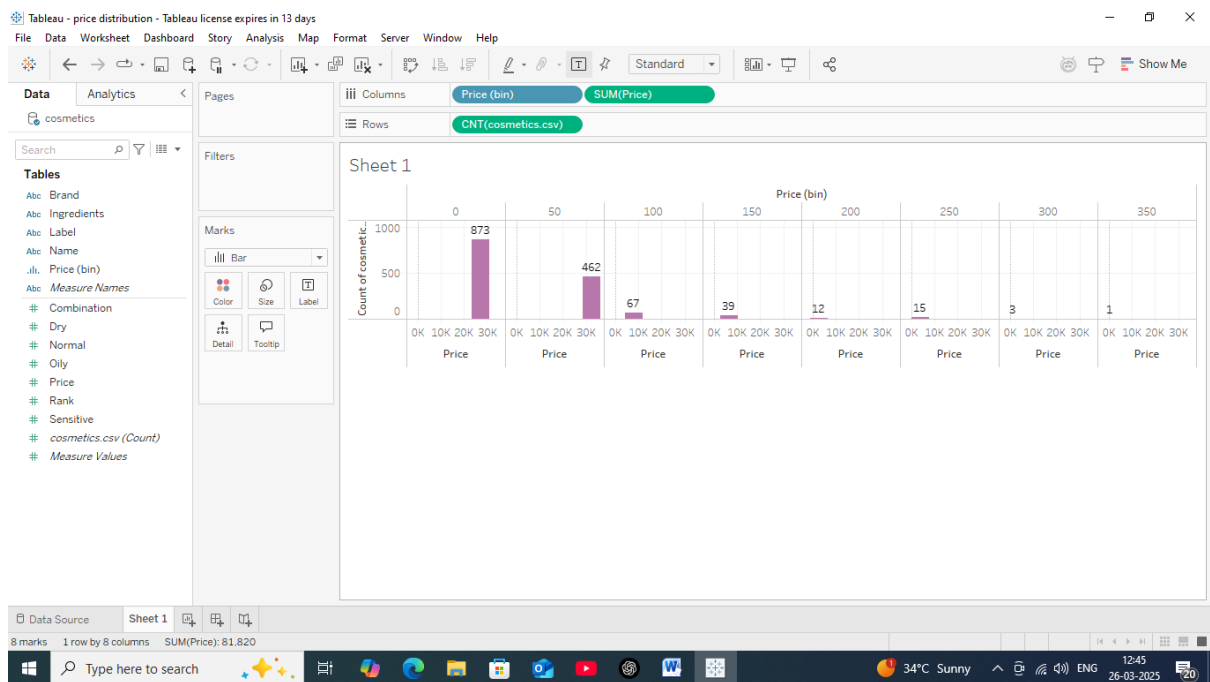
4combination of skin products?

Visualization: showing combination of skin products(heatmap)



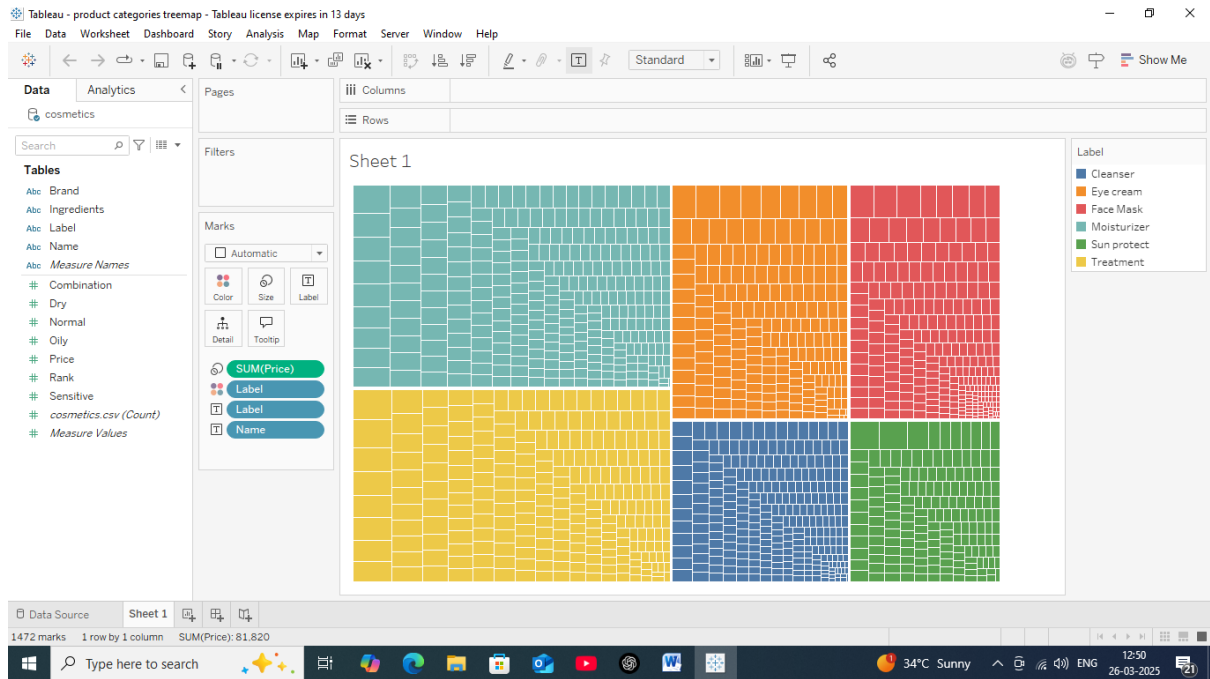
5 price distribution ?

Visualisation: showing price distribution



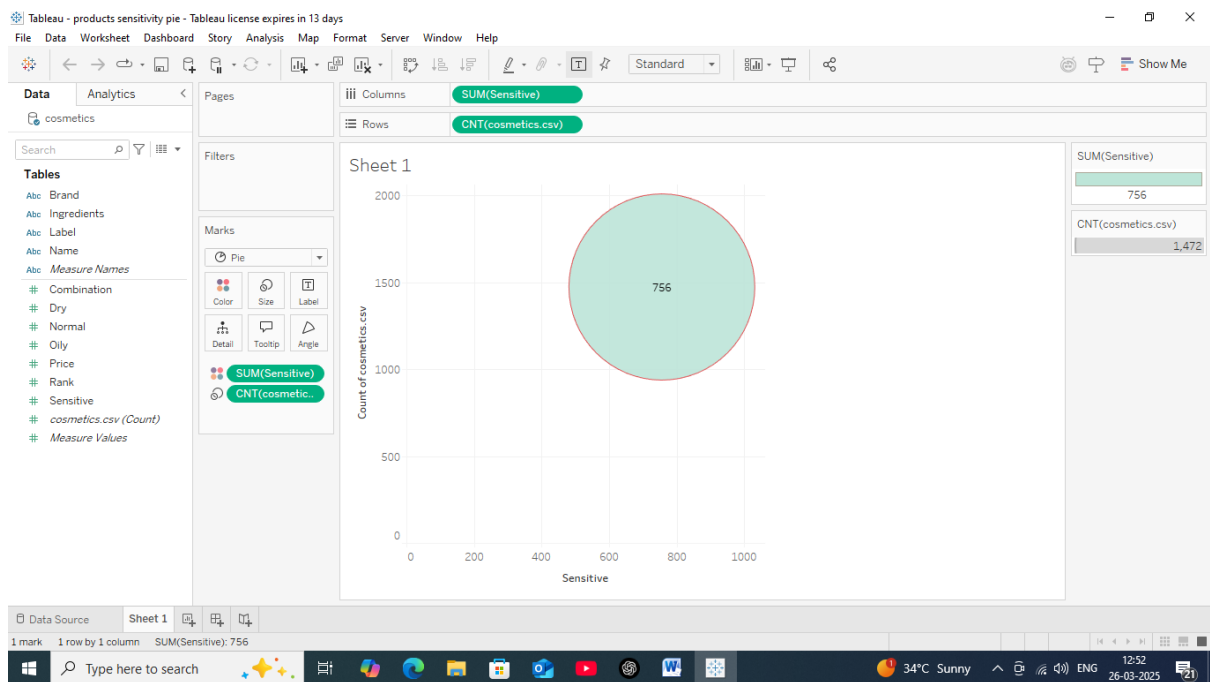
6 product categorious (tree map)

Visualaization : categorious



7 product sensitivity pie

Visualization: showing product sensitivity pie



8 sales distribution by brand

Visualaization : showing sales distribution by brand

