

Customer Journey Map - Cosmetic Insights Project

This map represents how a marketing analyst or business strategist interacts with the Cosmetic Insights Tableau dashboard from initial curiosity to final presentation insights.

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants to understand cosmetic market trends	Searches for sales and consumer data	Web portals, Excel sheets	Data is fragmented	Unified Tableau dashboard
Explore	Needs category-wise and region-wise insights	Browses charts and filters manually	Spreadsheets, online databases	Time-consuming analysis	Interactive filters in Tableau dashboard
Engage	Wants to compare product categories vs sales	Creates visualizations and comparisons	Manual charts in Excel	Limited visual appeal	Pre-built Tableau dashboards with KPIs
Decide	Prepares report for stakeholders	Exports charts and insights	Slides, reports	Unclear data narrative	Use Tableau Story Points with annotations