# Define Problem Statements

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| **Date** | **30 JUNE 2025** |
| **Team ID** | **LTVIP2025TMID47465** |
| **Project Name** | **Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau** |
| **Maximum Marks** | **2 Marks** |

## Customer Problem Statement Template

Crafting a Customer Problem Statement allows teams to better understand the real issues faced by end users in the cosmetics industry—particularly from marketing, product strategy, and consumer behavior perspectives.

These statements will serve as the foundation for building effective Tableau dashboards that address pain points, enhance decision-making, and enable data-driven storytelling.

## Problem Statement Table

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| PS | I am | I'm trying to | But | Because | Which makes me feel |
| PS-1 | a product strategist | identify which cosmetic products are trending across cities | consumer demand shifts rapidly | the data is not real-time or visualized | uncertain in product planning |
| PS-2 | a brand marketer | track regional performance of skincare and makeup products | dashboards don’t break down by user location | Tableau filters aren’t optimized | frustrated and reactive |
| PS-3 | a business analyst | present insights to leadership on emerging beauty trends | reports are too generic | they lack segmentation and focus | ineffective and unheard |
| PS-4 | a data analyst | link consumer reviews with product performance | I can’t visualize sentiment or keyword trends | the tools don’t show user emotion | limited and slowed down |