# 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.

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| 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 |