**Project Design Phase**

**Proposed Solution Template**

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| S.No | Field | Details |
| 1 | Date | 30 June 2025 |
| 2 | Team ID | LTVIP2025TMID47465 |
| 3 | Project Name | Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau |
| 4 | Platform | SmartInternz – Tableau Guided Project |
| 5 | Maximum Marks | 2 Marks |

## Proposed Solution

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| S.No | Parameter | Description |
| 1 | Problem Statement (Problem to be solved) | The cosmetics industry lacks a centralized and interactive method to analyze product trends, regional preferences, and consumer sentiment. This hampers strategic, data-backed decision-making by brands and marketers. |
| 2 | Idea / Solution Description | Develop visually intuitive Tableau dashboards with dark UI for reduced eye strain, using an appealing, readable color palette. Include interactive filters such as product category, region, sentiment score, and trend timeframe. |
| 3 | Novelty / Uniqueness | Unlike static reporting, the solution is fully interactive and story-driven. Dark theme aids focus and reduces fatigue. KPIs update based on user interaction, offering a personalized view for each stakeholder. |
| 4 | Social Impact / Customer Satisfaction | Empowers brands to understand evolving consumer needs in diverse Indian regions. Enhances campaign targeting, reduces market guesswork, and encourages a data-driven approach across cosmetic companies. |
| 5 | Business Model (Revenue Model) | Can be offered as a subscription tool for cosmetic brands or agencies. Also adaptable for consultancy firms managing analytics for multiple clients. |
| 6 | Scalability of the Solution | The framework is scalable across different beauty categories (e.g., skincare, makeup), markets, and even other industries. With minimal data tweaks, dashboards can be reused or customized further. |