**Project Design Phase**

**Solution Architecture**

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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 | Maximum Marks | 4 Marks |

## Solution Architecture

Solution architecture is a structured process — with several key stages — that bridges the gap between consumer market challenges in the cosmetics industry and actionable, data-driven technology solutions using Tableau.  
  
✅ Find the best technology-driven approach to understand and solve challenges in the cosmetics market.  
✅ Describe the data pipeline, dashboard structure, key KPIs, and consumer behavior analysis to stakeholders.  
✅ Define features such as category-wise analysis, sentiment trends, product performance, and customer segmentation.  
✅ Provide clear specifications to guide the collection, transformation, visualization, and interpretation of cosmetic-related data through Tableau dashboards.

## Solution Architecture Diagram

Include a simplified architecture image showing:  
- Data Collection (CSV/Online Sources → Consumer Feedback, Sales Data)  
- Data Cleaning & Preparation (Excel/Google Sheets or Python preprocessing)  
- Visualization Tool (Tableau)  
- Insights Delivery (Dashboards: Trends, Preferences, Regional Insights)

