**Project Design Phase**

**Problem – Solution Fit 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 | Maximum Marks | 2 Marks |

## Problem – Solution Fit Template

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers, and corporate innovators identify behavioral patterns and recognize what would work and why.

## Purpose

❑ Solve complex problems in a way that fits the state of your customers in the cosmetics market.  
❑ Succeed faster and increase your solution adoption by tapping into existing channels like consumer reviews, trend data, and product feedback.  
❑ Sharpen your communication and marketing strategy with the right triggers and messaging based on cosmetics preferences.  
❑ Increase touch-points with your insights solution by solving frequent annoyances like product mismatch, changing trends, or unsatisfied customer segments.  
❑ Understand the current landscape of cosmetic consumption and improve targeting and offerings using Tableau-powered dashboards.