

2. Ideation Phase

2.1 Define the Problem Statements

Date	21 June 2025
Team ID	LTVIP2025TMID49673
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights using Tableau

"Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau" is an innovative project aimed at revolutionizing how cosmetics data is visualized and utilized to drive informed decision-making and enhance brand success in the beauty industry. In today's competitive cosmetics market, having access to comprehensive insights into consumer preferences, product efficacy, and market dynamics is crucial to empower stakeholders with actionable information.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A cosmetic brand manager at L'Oréal	Optimize our product lineup to compete with top brands (e.g., LA MER: 5,530 rank)	The data on competitor performance and skin-type suitability is scattered and hard to visualize.	Current tools don't integrate rankings (Screenshot 1) with suitability scores	Frustrated and reactive, missing market opportunities.
PS-2	A Sephora retail buyer	Stock products that align with regional skin-type needs (e.g., oily: 135 score)	I can't correlate local demand with global brand rankings (SHISEIDO: 4,527).	Dashboards lack geo-filtering and real-time suitability alerts (*0-score cleansers*).	Anxious about overstocking unsuitable products.
PS-3	A dermatologist recommending skincare	Match patients' sensitive skin with safe products	Product databases don't highlight suitability gaps or price-value trade-offs (\$1,046 treatments).	No tool cross-references clinical data with consumer rankings (CLINIQUE: 2,575).	Distrustful of commercial claims, risking patient outcomes.

