Project Design Phase
Problem – Solution Fit

Date	15 February 2025
Team ID	LTVIP2025TMID48256
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Problem – Solution:

Problem Statement:
In the highly competitive and fast-evolving cosmetics industry, stakeholders often lack real-time, actionable insights into consumer preferences, product effectiveness, and emerging market trends. This gap limits their ability to adapt quickly, respond to product concerns, and innovate effectively.

Solution:
The Cosmetic Insights project offers an interactive analytics platform built in Tableau that transforms raw cosmetics data into meaningful, visually compelling dashboards. This allows cosmetic companies, marketers, and analysts to monitor trends, respond to product issues, and explore consumer needs for strategic decision-making.

Purpose:

- ❑ Solve complex industry challenges by delivering consumer and market insights in a dynamic, easy-to-use Tableau interface.
- ❑ Accelerate data-driven decisions through visualization of real-time behavior patterns, product feedback, and brand performance.
- ❑ Sharpen marketing efforts by identifying key triggers such as sensitive skin suitability or popular labels.
- ❑ Foster brand trust and growth through proactive responses to product concerns and trend shifts.
- ❑ Provide stakeholders with deep visibility into evolving market dynamics and consumer demands.

SOLUTION ARCHITECURE

CUSTOMER SEGMENT(S)

Cosmetics companies

JOBS-TO-BE-DONE

Gain insights into cosmetics consumer preferences, brand performance, and industry trends

TRIGGERS

Data on consumer behaviors and market trends

PAINS	EMOTIONS (Bafore/ After)
Uninformed	
Uninformed	Confident

GAINS

Confident

AVAILABLE SOLUTIONS

Manual analysis through Excel, static reports, or non-visual dashboards

CUSTOMER CONSTRAITS

Limited analytics knowledge, lack of real-time insights, tight marketing budgets

CUSTOMER CONSTRAINTS

Limited analytics knowledge, lack of real-time insights, tight marketing budgets

YOUR SOLUTION

+ableau

- Price vs Brand
- Brand vs Ranking
- Skin Suitability Breakdown

YOUR SOLUTION