

**Project Design Phase**  
**Proposed Solution Template**

Date	30 May 2025
Team ID	LTVIP2025TMID48256
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

**Proposed Solution:**

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In the competitive cosmetics industry, stakeholders lack real-time, insightful data to understand consumer preferences, product effectiveness, and market dynamics, which leads to ineffective decisions in product development and marketing.
2.	Idea / Solution description	The proposed solution is a dynamic Tableau dashboard that visualizes key cosmetic product data—such as brand performance, price trends, category distribution, customer suitability by skin type, and ratings—to empower data-driven decision-making.
3.	Novelty / Uniqueness	The dashboard offers a centralized, interactive, and real-time visualization experience that merges product suitability, brand rankings, and consumer behavior insights—something not typically combined in traditional dashboards.
4.	Social Impact / Customer Satisfaction	This solution enables cosmetic companies to produce safer, more targeted products for diverse skin types and customer needs, resulting in increased satisfaction, transparency, and market responsiveness.
5.	Business Model (Revenue Model)	The dashboard can be offered as a SaaS platform to cosmetics firms with a subscription-based model, tiered access for advanced features, and optional consulting services for customization.
6.	Scalability of the Solution	The solution can scale to support global datasets across regions, include additional factors like ingredients or reviews, and integrate with APIs to offer real-time competitive tracking and predictive analytics.