

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	26 May 2025
Team ID	LTVIP2025TMID48256
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

##### Problem Statement:

To address the challenges in understanding consumer behaviour, product performance, and market trends in the cosmetic industry by creating an interactive and insightful dashboard using Tableau. The project aims to empower cosmetics companies with real-time, data-driven insights to support marketing, innovation, and product development strategies.

#### Step-2: Brainstorm, Idea Listing and Grouping

##### Ideas Generated:

- Visualize top-performing cosmetic brands.
- Analyze product label frequency.
- Compare pricing patterns across brands.
- Assess product suitability for different skin types (Sensitive, Normal, Oily, Dry).
- Rank brands and labels based on performance or consumer feedback.
- Use visualizations to detect consumer interest patterns.
- Enable real-time insights for quick decision-making.
- Predict consumer trends and adapt product offerings.
- Identify negative trends or product issues quickly.

##### Grouped Ideas:

##### A. Consumer Preference Monitoring

- Top Brands
- Skin Suitability (Sensitive, Normal, Oily, Dry)
- Label vs Ranking
- Brand vs Ranking

##### B. Product Analysis

- Label Count
- Price vs Brand

C. Business Strategy & Forecasting

- Predictive analysis using historical patterns
- Real-time trend identification
- Strategic product innovation

Step-3: Idea Prioritization

Idea	Feasibility	Impact	Priority
Top Brands Visualization	High	High	yes
Skin Type Suitability (All 4 Types)	High	High	yes
Price vs Brand Analysis	High	Medium	yes
Label Count Chart	High	Medium	yes
Brand vs Ranking Chart	Medium	High	yes
Label vs Ranking Chart	Medium	High	yes
Real-Time Trend Detection	Medium	High	Optional (Future Enhancement)
Predictive Analysis	Medium	Very High	Optional (Future Scope)
Product Issue Identification	Medium	High	Optional (Scalable Idea)