

Ideation Phase

Define the Problem Statements

Date	25 May 2025
Team ID	LTVIP2025TMID48256
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Customer Problem Statement:

I am	A cosmetics brand manager or decision-maker in a beauty company
I'm trying to	Understand market trends, consumer preferences, and product performance using data
but	I struggle with raw or unstructured data that lacks clear visual insights and makes analysis slow or ineffective
because	There is no single, intuitive platform that combines all key metrics (skin suitability, pricing, brand performance, labels, etc.) in one place for easy decision-making
Which makes me feel	Frustrated, delayed in decision-making, and uncertain about how to respond to changing customer demands or negative feedback.

Problem statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A cosmetic brand manager	Analyse consumer preferences for different skin types	I lack a centralized visual dashboard	My current data is scattered and unstructured	Frustrated and delayed in making product decisions
PS-2	A marketing strategist in the beauty industry	Track brand rankings, product pricing, and label effectiveness	I can't easily compare trends across brands	There's no easy-to-use tool with comprehensive insights	Uncertain about how to plan campaigns effectively