

Project Design Phase

Solution Architecture

Date	31 May 2025
Team ID	LTVIP2025TMID48256
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Solution Architecture:

The solution architecture is built to visualize and analyse cosmetic product data using Tableau. It bridges business needs—like monitoring consumer behaviour and improving product strategy—with real-time, interactive technology.

Goals of the Architecture:

- Find the best BI (Business Intelligence) tools to analyse cosmetics market data.
- Define structure and flow of Tableau dashboard based on product attributes and skin suitability.
- Describe data ingestion, transformation, and visualization processes.
- Enable scalability and performance for real-time filtering and trend analysis.

Solution Components:

Component	Description
Data Source	CSV Dataset with product label, brand, price, rank, and skin suitability
Data Preparation	Performed in Tableau Prep or directly within Tableau using calculated fields and filters
Dashboard Tool	Tableau Public / Tableau Desktop
Visual Layers	Bar charts, Pie charts, Scatter plots, Filters for skin type, brand, label
Deployment	Shared via Tableau Public or embedded in a web portal
Users	Cosmetics brand teams, data analysts, marketing teams

Solution Architecture Diagram:

Solution Architecture

