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Course: Data Analytics with Tableau

Assignment: Assignment 1

Team Id:- LTVIP2025TMID52150

Team size:- 4

Assignment 1: Data Analytics with Tableau

Title:

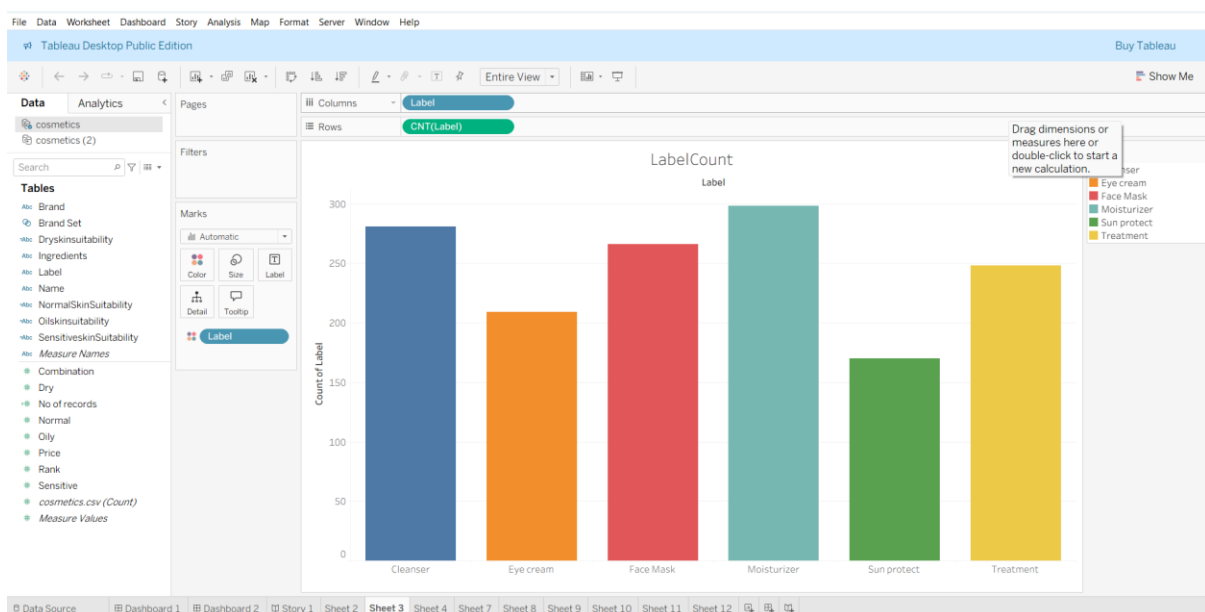
Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau

Introduction:

The cosmetics industry is constantly evolving, driven by changing consumer preferences, emerging trends, and innovations in beauty products. Understanding these shifts is essential for brands to stay competitive and meet customer needs. With powerful tools like Tableau, businesses can visualize and analyze cosmetics trends and consumer insights more effectively. This helps them make data-driven decisions, spot opportunities, and adapt quickly in a dynamic market.

Visualizations:

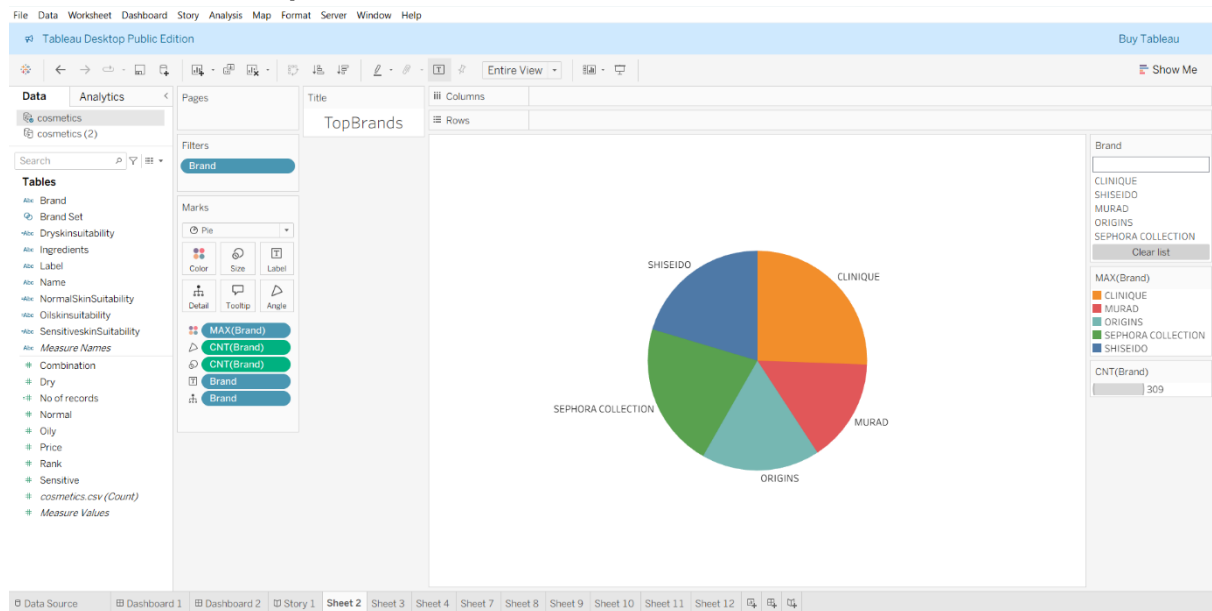
1. Bar Chart: Label Count



Description:

This Tableau dashboard displays a bar chart showing the count of different cosmetic product labels. Each bar represents a product type, such as Cleanser, Eye cream, Face Mask, etc., with the height indicating its count.

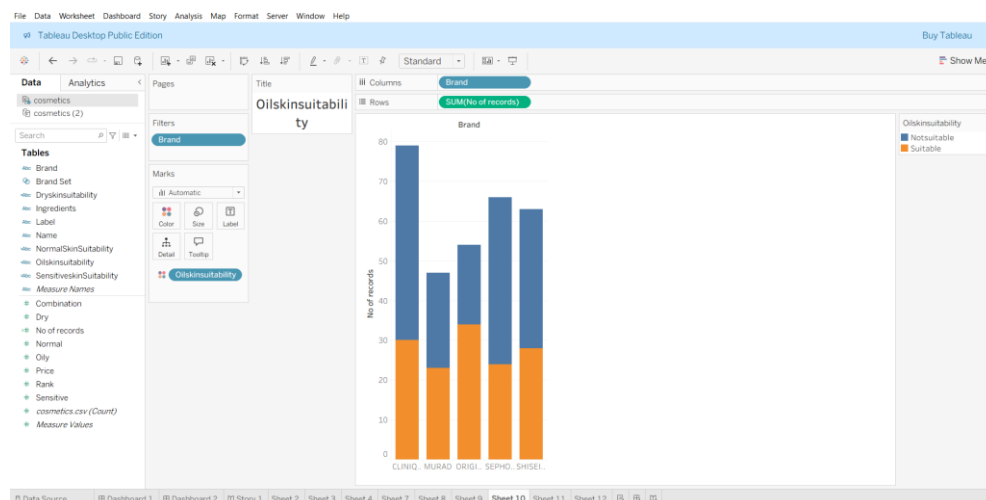
2. Pie Chart: Top Brands



Description:

This Tableau pie chart visualizes the distribution of top cosmetic brands based on count. Each segment represents a brand like CLINIQUE, SHISEIDO, or MURAD, showing their relative proportion in the dataset.

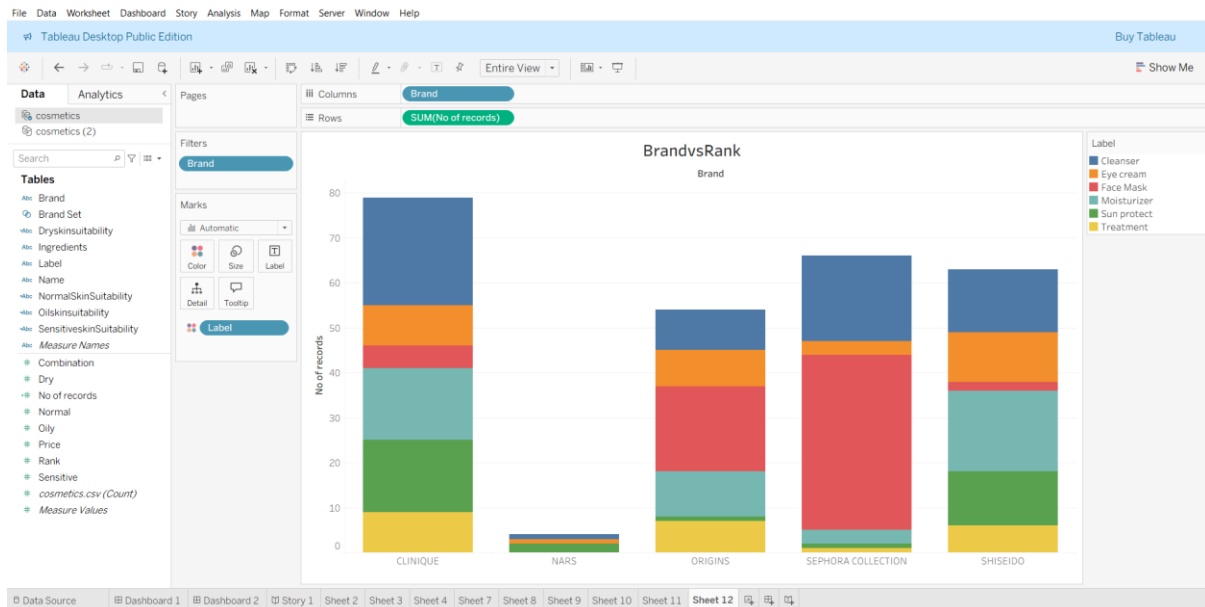
3. Stacked Bar Chart: Oily skin suitability



Description:

This stacked bar chart in Tableau shows the oil skin suitability of different cosmetic brands. Each bar is divided into "Suitable" and "Not suitable" categories, representing the number of records for each brand.

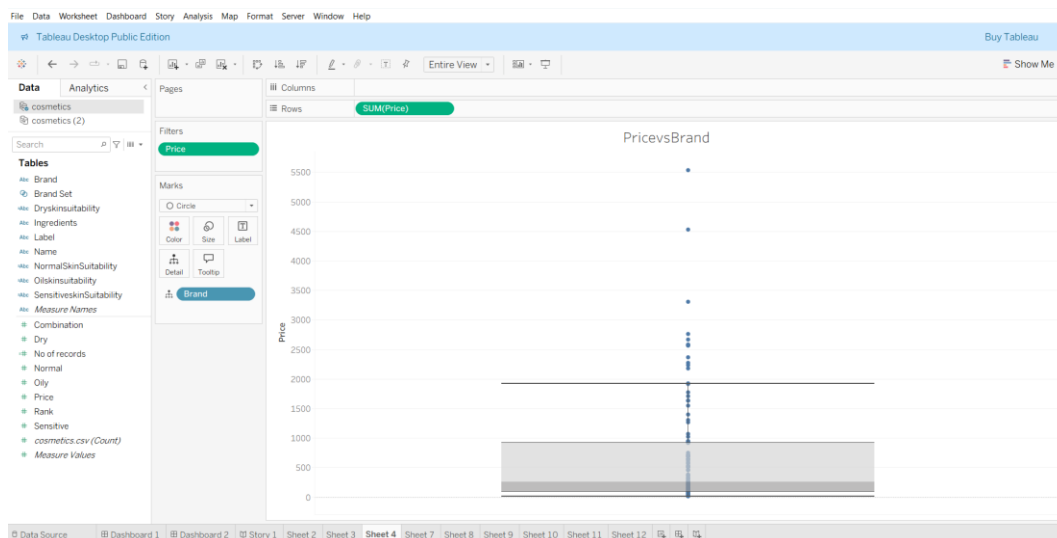
4.Stacked Bar chart :Brand vs Rank



Description:

This Tableau stacked bar chart shows the distribution of different product types (labels) across various cosmetic brands. Each bar represents a brand, segmented by product categories like Cleanser, Moisturizer, and Face Mask, indicating the number of products offered in each category.

5.Scatter plot: Price vs Brand



Description:

This Tableau box plot visualizes the distribution of product prices across cosmetic brands. It highlights the median, quartiles, and potential outliers, allowing comparison of price ranges among brands.