Brainstorm & Idea Prioritization Template
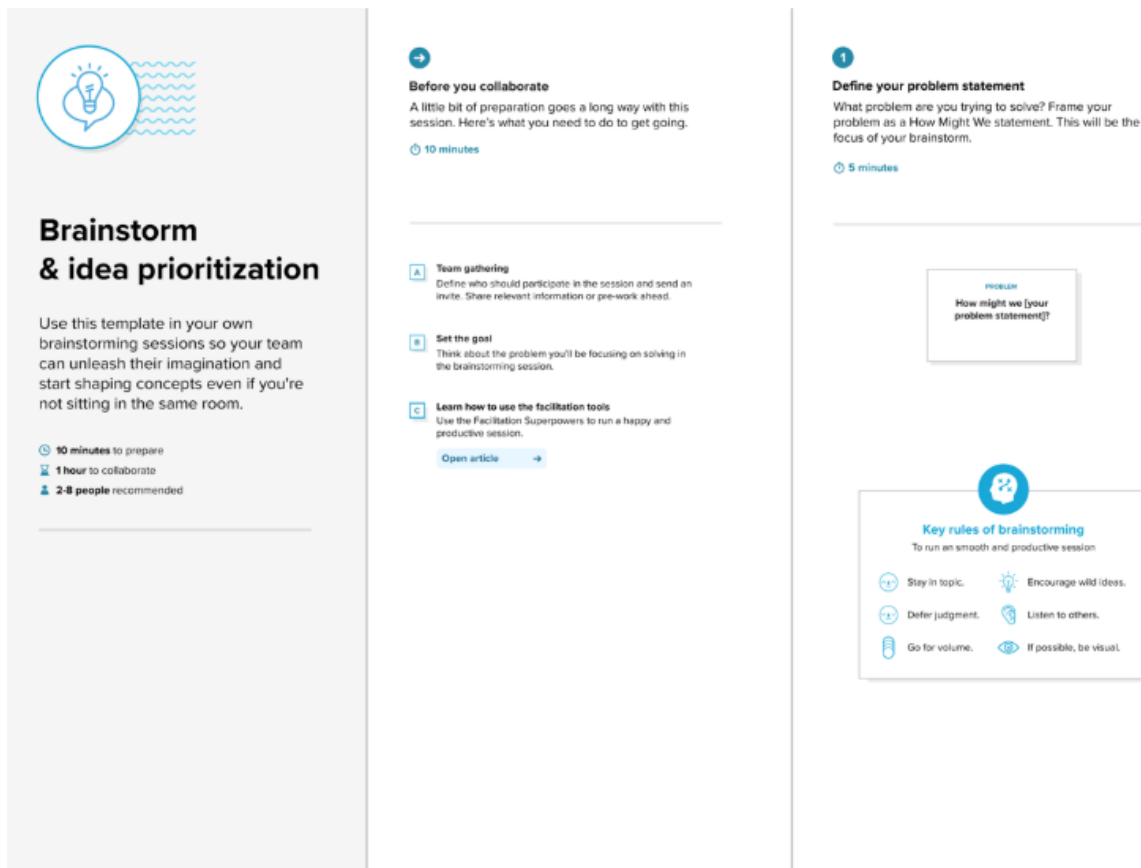
Date: 31 January 2025
Team ID: LTVIP2025TMID52150
Project Name: *Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau*
Maximum Marks: 4 Mark

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

Selected Problem Statement:
Consumers face challenges in identifying cosmetic products that suit their preferences due to rapidly changing trends, diverse product offerings, and lack of personalized insights. Brands struggle to align offerings with evolving consumer behavior and trend shifts.

Objective:
Leverage data visualization through Tableau to uncover actionable insights into consumer preferences, product trends, and market gaps in the cosmetics industry

Step 2: Brainstorm, Idea Listing and Grouping

Brainstormed Ideas:

Idea	Description	Category
1. Trend Tracker Dashboard	Visualize emerging makeup and skincare trends by region and season	Product Trends
2. Consumer Preference Clusters	Use clustering to identify consumer segments based on purchase behavior	Consumer Segmentation
3. Sentiment Analysis Integration	Integrate reviews/social media to gauge product sentiment	Social Listening
4. Product Performance Scorecard	Compare brand/product performance across KPIs (sales, satisfaction, etc.)	Competitive Analysis
5. Personalized Product Recommender	Dashboard that suggests products based on user profile	Personalization
6. Sustainable Product Insights	Highlight consumer interest in eco-friendly and sustainable cosmetics	ESG / Sustainability
7. Influencer Impact Tracker	Measure how influencers drive product popularity	Marketing Analysis

Step 3: Idea Prioritization

Prioritization Matrix (Impact vs Feasibility):

Idea	Impact	Feasibility	Priority
Trend Tracker Dashboard	High	High	High
Consumer Preference Clusters	High	Medium	Medium
Sentiment Analysis Integration	Medium	Medium	Medium
Product Performance Scorecard	High	High	High
Personalized Product Recommender	High	Low	Low
Sustainable Product Insights	Medium	High	Medium
Influencer Impact Tracker	Medium	Medium	Medium