

Ideation Phase
Brainstorming & Idea Prioritization

Date	25 June 2025
Team ID	LTVIP2025TMID50397
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau

Step-1: Select the Problem Statement

Consumers and analysts need clearer insights into cosmetics trends and user preferences to make informed decisions.

Step-2: Brainstorm Ideas

- Trend analysis of top brands and categories (e.g., Sunscreen, moisturizer)
- User preference dashboards by Brand, skin type, or Ranking
- Forecasting trend growth using historical data
- Brand performance comparison
- Product ratings over time visualization

Step-3: Idea Prioritization

Idea	Impact	Feasibility	Priority
Visualize top trending products	High	High	High
Brand comparison charts	Medium	High	High
Customer segmentation by demographics	High	Medium	Medium
Trend forecast using sales/mentions	High	Low	Low
Smart recommendation filters (Tableau)	Medium	Medium	Medium