

Ideation Phase

Define the Problem Statement

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

Problem Statement:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a cosmetics buyer	identify trending and effective skincare products	there are too many options	I can't see what's actually popular among users like me	lost in decision-making
PS-2	I am a brand analyst	understand market needs	I lack a unified view of consumer preferences	ineffective in proposing targeted campaigns	ineffective in proposing targeted campaigns