

Project Design Phase

Proposed Solution

Date	25 June 2025
Team ID	LTVIP2025TMID50397
Project Name	cosmetic insights : navigating cosmetics trends and consumer insights with tableau

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Consumers struggle to choose the right skincare and cosmetic products due to overwhelming choices, lack of personalization, and no visibility into real-time trends and product effectiveness.
2.	Idea / Solution Description	Develop a data-driven platform that analyzes consumer reviews, sales performance, and demographic preferences to offer real-time, personalized recommendations. The platform will visualize trending products, segment customer needs, and enable smart product discovery through advanced filters.
3.	Novelty / Uniqueness	Combines real-time sales and social mention data with customer demographics to deliver trend forecasts. Offers brand comparisons and customized skincare solutions using machine learning—uniquely focused on cosmetic consumer behavior patterns.
4.	Social Impact / Customer Satisfaction	Enhances customer confidence in purchases, reduces decision fatigue, and encourages smarter skincare choices. Also benefits cosmetic brands with better market targeting and reduced product return rates.
5.	Business Model (Revenue Model)	Freemium model for consumers. Subscription for premium features (advanced analytics, trend forecasts). B2B SaaS model for brands offering insights dashboards, targeted ad placements, and campaign feedback loops.
6.	Scalability of the Solution	The model is scalable across geographies and product segments. With continuous data ingestion from multiple platforms, it can support a wide range of beauty products, customer bases, and languages. Integration with e-commerce and social platforms increases reach.