

Business Question and Visualization Report

Date	18 March 2025
Team ID	LTVIP2025TMID47450
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	5 Marks

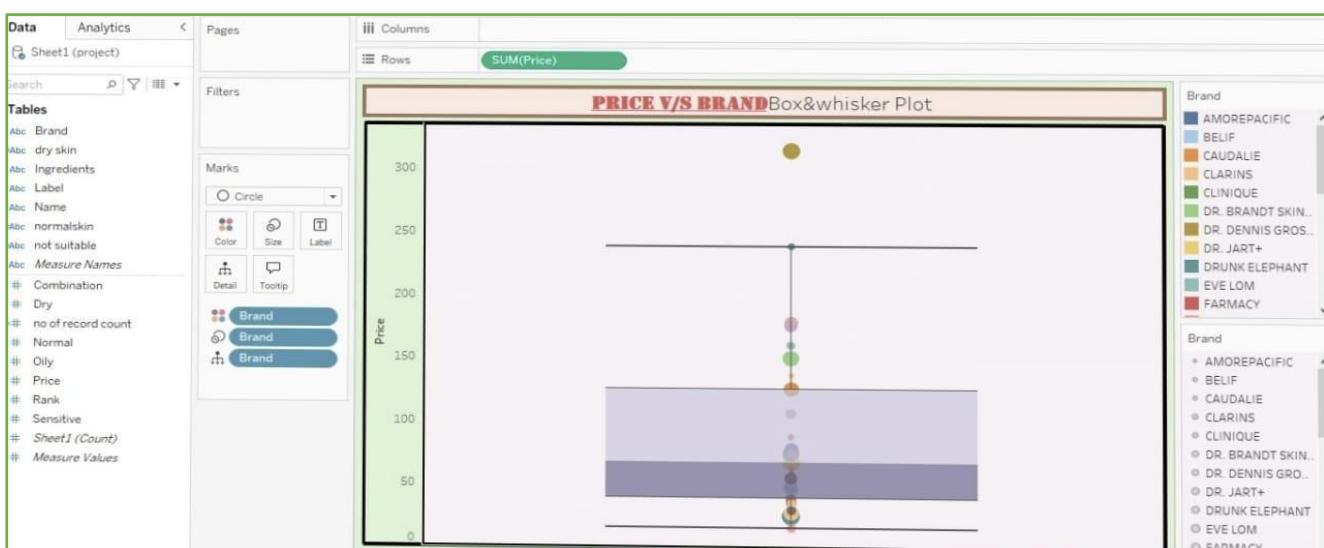
1. Which skincare brands have the highest number of products deemed 'not suitable' for sensitive skin?

- *Visualization:* Side by side bar.



2. What is the price distribution for each skincare brand?

- *Visualization:* Box&whisker Plot.



3. Which brands are most suitable for dry skin?

- *Visualization:* Packed Bubble Chart.



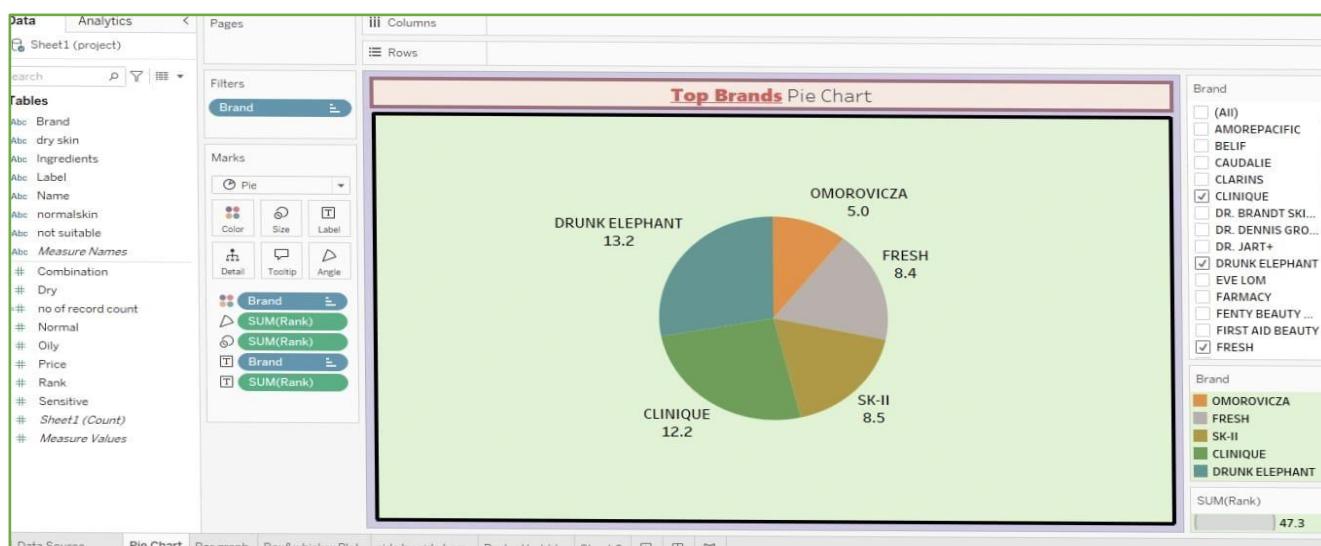
4. Which product category has the highest number of records?

- **Visualization:** Bar Graph.



5. What factors contribute to a brand's high ranking?

- **Visualization:** Pie chart.



6. Which brands have the highest number of products NOT suitable for oily skin?

- **Visualization:** Stacked Bars.



7. How does the average rank of different brands compare to each other?

- *Visualization:* Stacked Bars.



8. Which skincare product category has the highest average rank and how does it compare to other categories?

- *Visualization:* Horizontal bar chart.

