Data Collection and Preprocessing Phase

Date	19 June 2025
Team ID	LTVIP2025TMID47450
Project Title	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Data Collection Plan Template:

Section	Description
Project Overview	This dataset represents a collection of skincare products, including moisturizers, cleansers, treatments, face masks, eye creams, and sun protection. Each product is characterized by its brand name, price, user rating (Ranking), key ingredients (Ingred Combination), and suitability for different skin types (Dry, Normal, Oily, Sensitive). To develop an interactive Tableau dashboard that provides actionable insights into cosmetic trends and consumer behavior, enabling businesses to make informed decisions regarding product development, marketing strategies, and sales optimization.
Data Collection Plan	The Data is collected from the "KANGGLE". Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau. LINK **https://www.kaggle.com/datasets/kingabzpro/cosmetics-datasets**
Raw Data Sources Identified	By gathering and integrating these raw data sources, you'll have a comprehensive foundation for building insightful Tableau dashboards that reveal cosmetics trends and consumer behaviors. This raw data potential sources contain Sales & Transactional Data, E-commerce Platforms, Distributor/Wholesale Data, Customer Demographics & Behavior, Social Media Analytics, Market Research Surveys, Product & Inventory Data, External Market Data etc..

Raw Data Sources Template

Source Name	Description	Location/URL	Format	Size	Access Permissions
Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau.	This dataset contains 185 barnds,6 Label with provide a rich foundation for exploring skincare product characteristics and consumer preferences.	Link of Dataset	CSV	13 MB	Public