

STORY

Date	20 March 2025
Team ID	LTVIP2025TMID47450
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	5 Marks

Interactive and visualizing Story:

Story 1



Observations:

- **Top Trends:** Top Trends visualize brand performance and providing insights into the interactive capabilities of the data visualization platform.
- **Label Count:** The distribution of different labels contains information about skincare or beauty products, and the graph shows the frequency of different product types or categories.
- **Price Vs Demand:** The box and whisker plot provides a visual comparison of the price distribution across different skincare brands.
- **SensitiveSkin Suitability:** Analysis focused on comparing skincare brand suitability for sensitive skin using a side-by-side bar chart.
- **Dry Skin Suitability:** The visualization provides a clear and concise overview of skincare brand suitability for dry skin, highlighting popular and potentially problematic brands.
- **Oilyskin suitability:** Stacked bar chart provides a clear and concise overview of skincare brand suitability for oily skin, highlighting popular and potentially problematic brands.
- **Brand VS Ranking:** Bar chart comparing the "Rank" of different brands.
- **Label VS ranking:** The visualization effectively presents the comparison of "SUM(Rank)" across different product categories.