

Project Initialization and Planning Phase:

Date	15 June 2025
Team ID	LTVIP2025TMID47450
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Problem Statement-1

Customer Problem Statement Template

I am

As a consumer

I'm trying to

I struggle to keep up with rapidly changing cosmetic trends.

But

I often feel overwhelmed by the sheer volume of new products and information.

Because

It difficult to know what's truly effective for me.

Which makes me feel

Confused

Problem Statement-2

Customer Problem Statement Template

I am

As a consumer

I'm trying to

Lack of personalized cosmetic recommendations.

But

Consider my unique skin type, concerns, and preferences.

Because

Resulting in a trial-and-error approach that's both costly and time-consuming.

Which makes me feel

I'm frustrated

Problem Statement-3

Customer Problem Statement Template

I am

As a consumer

I'm trying to

I struggle to find reliable information about ingredient safety.

But

As someone with sensitive skin.

Because

I'm constantly worried about allergic reactions to new cosmetic products.

Which makes me feel

Struggle.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a consumer	I struggle to keep up with rapidly Changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused.
PS-2	As a consumer	Lack of personalized cosmetic Recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trail-and-error approach that's both costly and time consuming.	I'm frustrated
Ps-3	As a consumer	I struggle to find Reliable information About ingredient Safety.	As someone With sensitive Skin.	I'm constantly Worried about Allergic reactions to new cosmetic products.	Struggle.