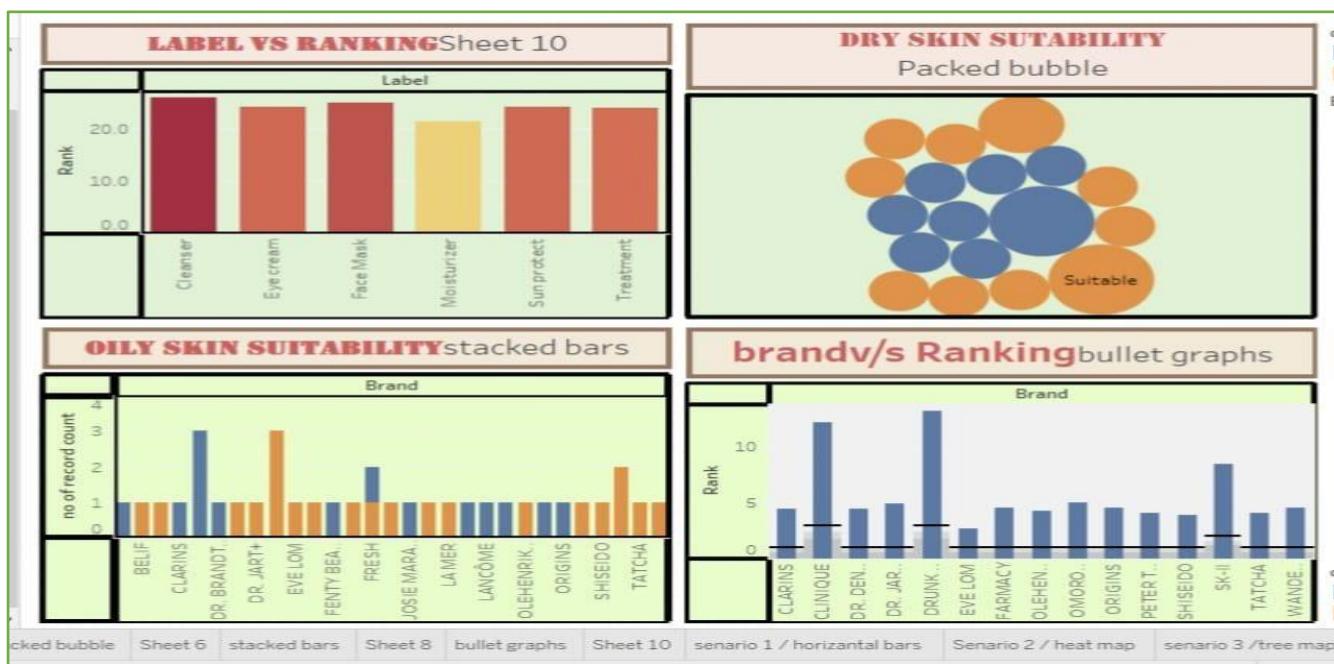
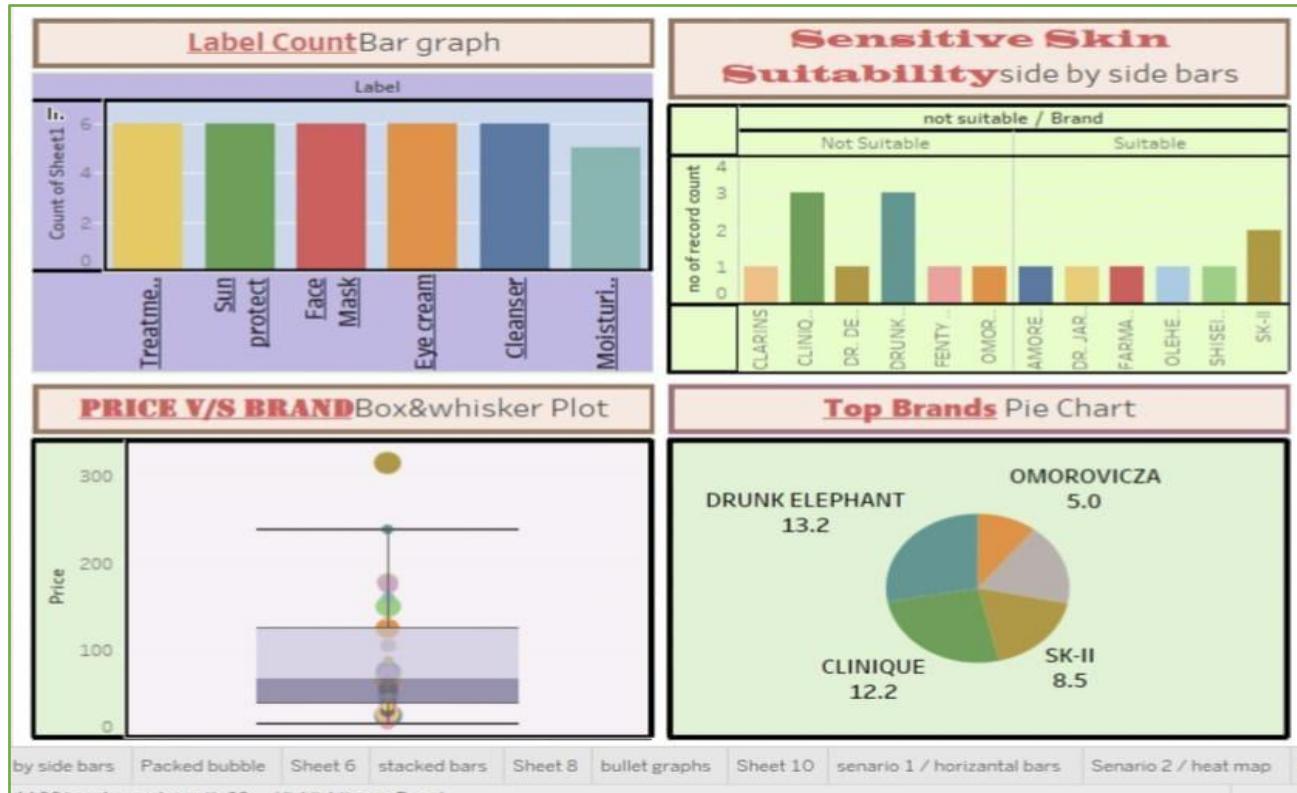
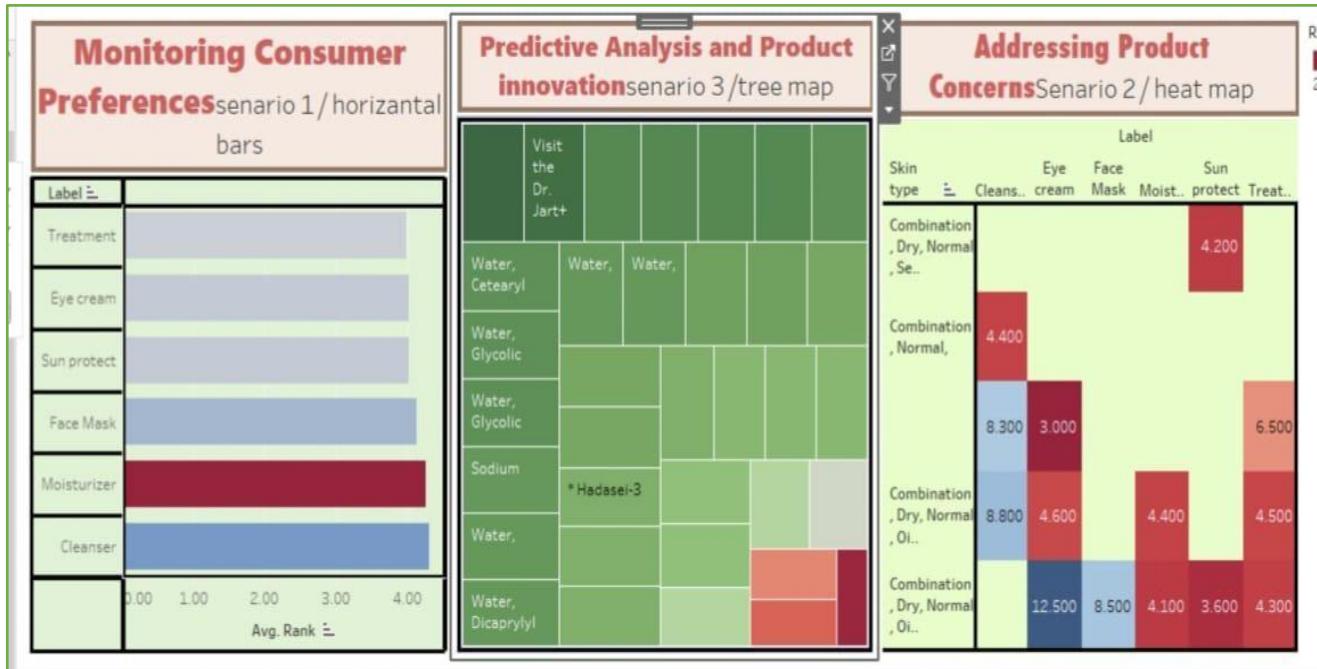


Dashboard Design

| | |
|---------------|---|
| Date | 21 March 2025 |
| Team ID | LTVIP2025TMID47450 |
| Project Name | Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 5 Marks |

Activity 1: Interactive and visually appealing dashboards





The major outcomes in form of bullet points:

- * **Sensitive Skin Suitability:** The primary focus is analyzing the suitability of various skincare brands and products for sensitive skin.
- * **Price Analysis:** The image also examines the price distribution of different brands.
- * **Product Performance Analysis:** The dashboard helps compare the performance of different skincare products across various metrics.
- * **Brand Comparison:** It allows for a comparative analysis of different skincare brands.
- * **Skin Suitability Assessment:** The dashboard provides insights into which products are suitable for dry or oily skin.
- * **Product Category Performance:** It allows for the analysis of different product categories like cleansers, moisturizers, etc.
- * **Identify popular products:** "Moisturizer" is the most preferred product.
- * **Understand key ingredients:** "Water" and "Glycolic" are common ingredients.
- * **Tailor products to specific skin types:** "Cleanser" is highly rated for multiple skin types.