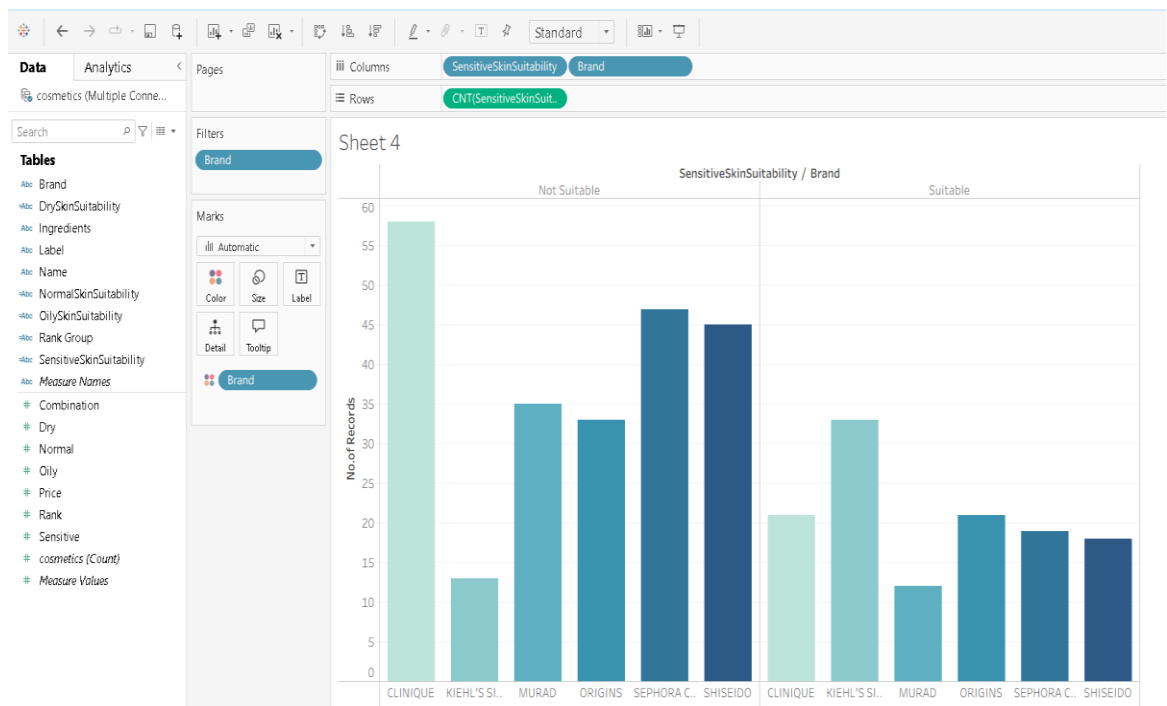


Business Question and Visualization Report

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

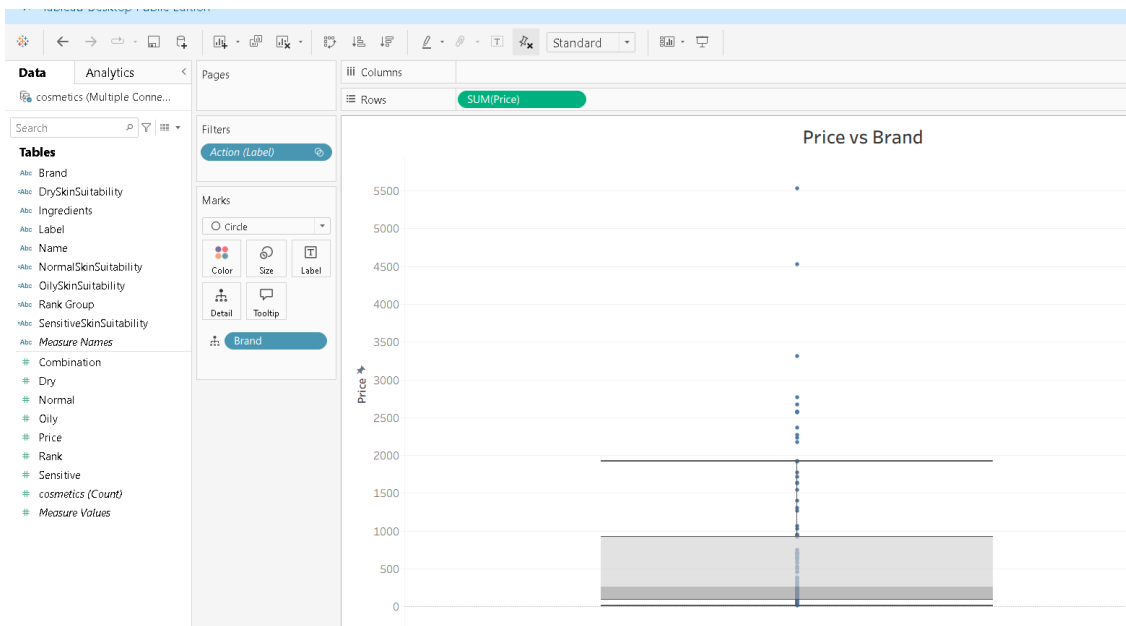
1. Which skincare brands have the highest number of products deemed 'not suitable' for sensitive skin?

- Visualization: Side by side bar.



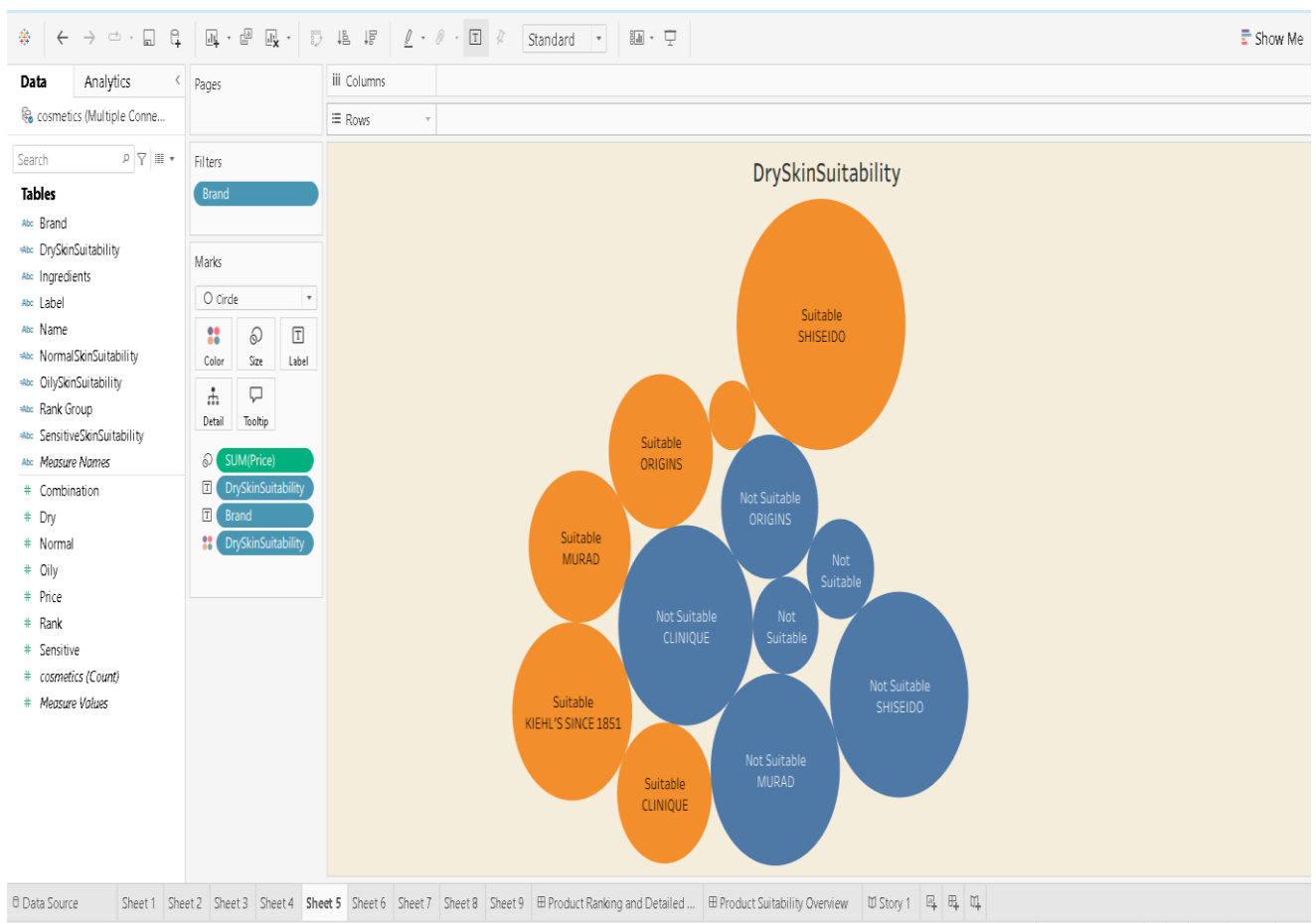
2. What is the price distribution for each skincare brand?

- Visualization: Box&whisker Plot.



3. Which brands are most suitable for dry skin?

- *Visualization: Packed Bubble Chart.*



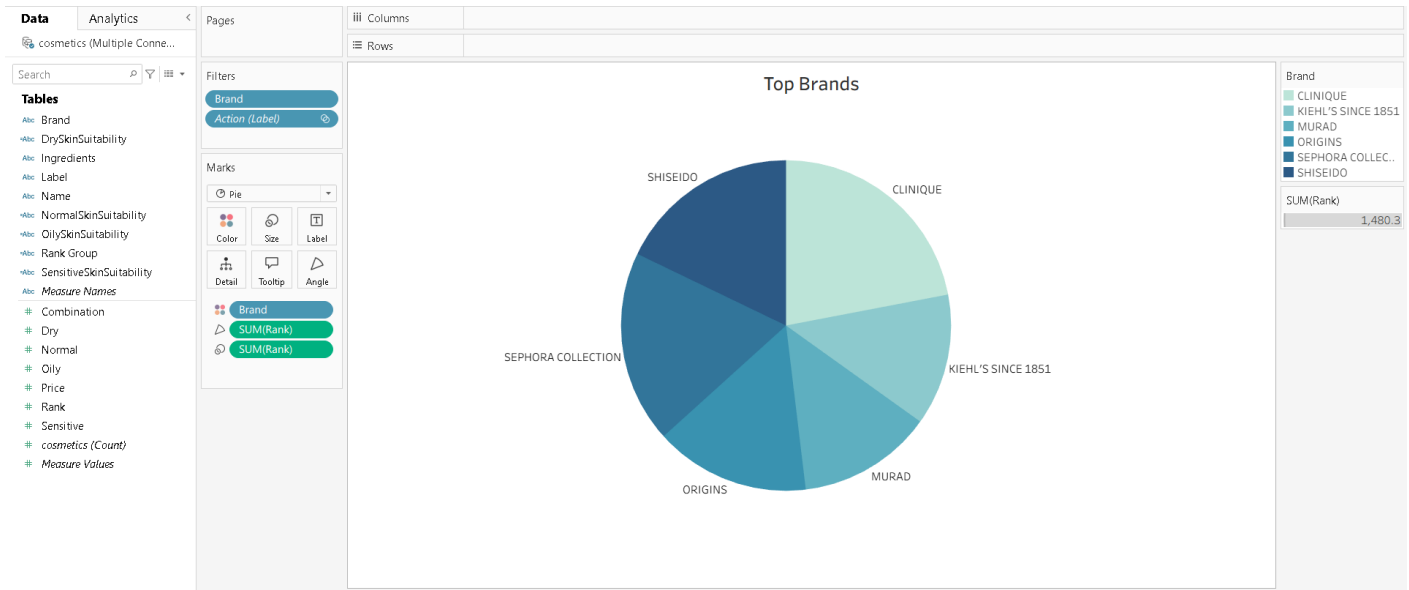
4. Which product category has the highest number of records?

- *Visualization: Bar Graph.*



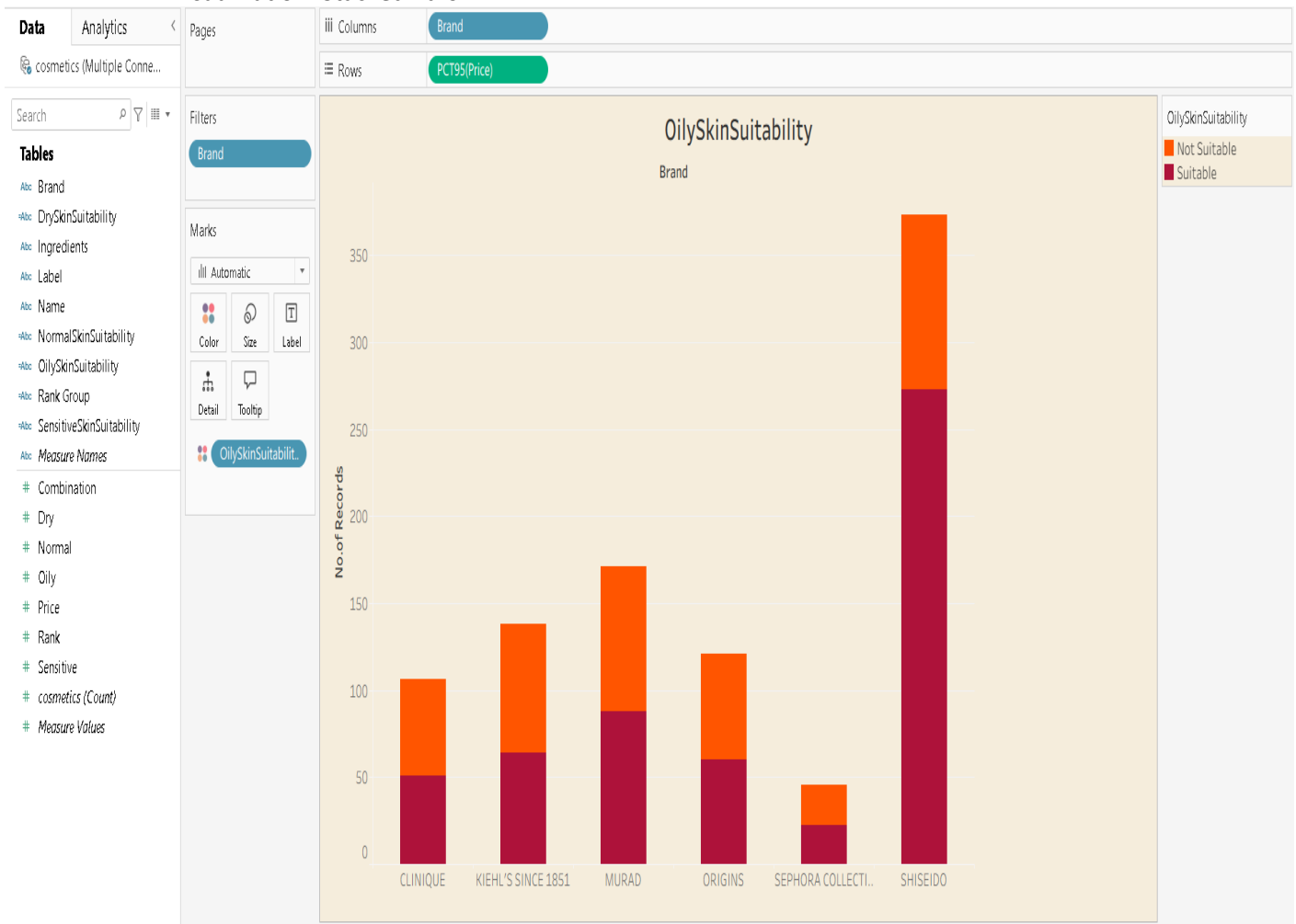
5. What factors contribute to a brand's high ranking?

- **Visualization: Pie chart.**



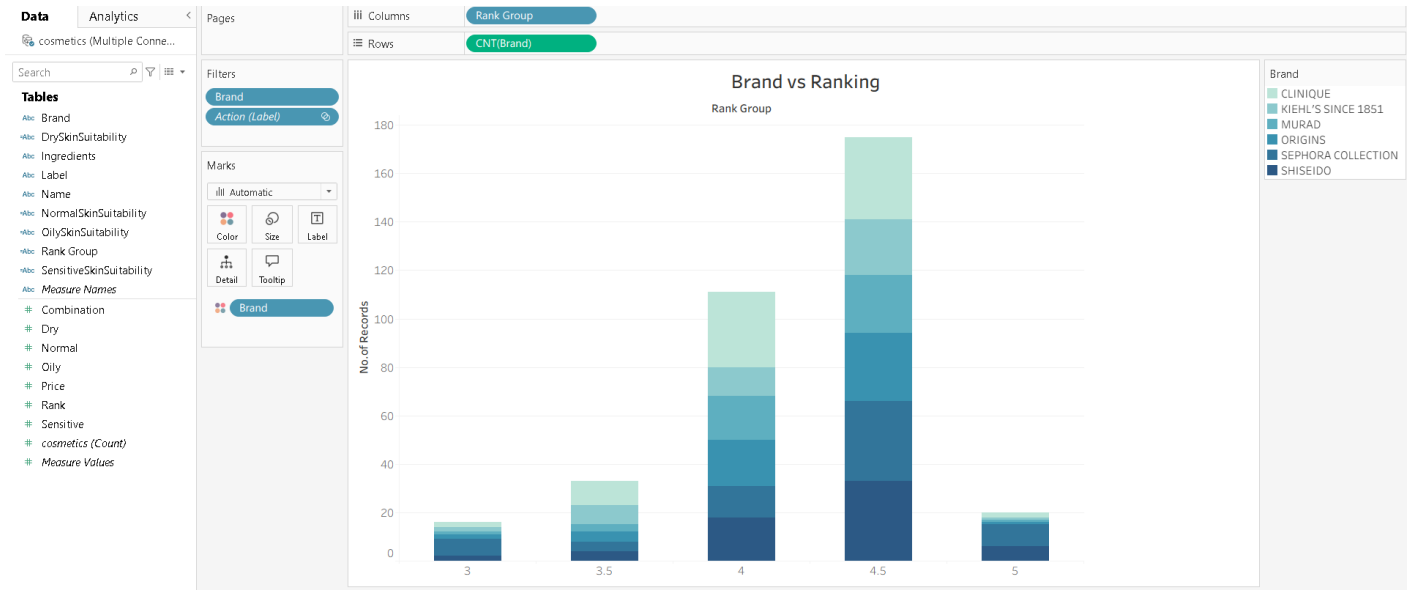
6. Which brands have the highest number of products NOT suitable for oily skin?

- **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.**

