

Project Design Phase
Proposed Solution Template

Date	29 June 2025
Team ID	LTVIP2025TMID47602
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

Parameter	Description
Problem Statement (Problem to be solved)	The cosmetics industry faces challenges in identifying real-time consumer trends, product performance, and regional preferences. Traditional data tools lack interactivity and actionable insights, making it difficult for brands to stay competitive.
Idea / Solution description	The project proposes a Tableau-based dashboard system that integrates data from various sources (sales, customer reviews, social media trends) to deliver dynamic visual analytics. The dashboard will help stakeholders make informed decisions by revealing patterns, forecasting trends, and tracking consumer behavior in real time.
Novelty / Uniqueness	Combines multi-source data visualization in a single interactive platform. Unlike static reporting tools, this dashboard provides real-time trend analysis, demographic filtering, and product performance comparison—making it a unique solution for cosmetic brand managers.
Social Impact / Customer Satisfaction	Helps brands understand customer needs better, improve product offerings, and promote sustainable choices by responding to user feedback. Enhances consumer satisfaction by aligning product development with actual market demand.
Business Model (Revenue Model)	Revenue can be generated by offering the solution as a SaaS platform to cosmetic brands. Premium features such as advanced trend forecasting, regional drilldowns, and consumer sentiment analysis can be monetized through subscription plans.
Scalability of the Solution	The solution is highly scalable as it can be adapted to other product sectors such as skincare, haircare, and even fashion. Integration with additional APIs and datasets will further enhance its capabilities across different geographies and markets.