

## Ideation Phase

### Define the Problem Statements

Date	27 JUNE 2025
Team ID	LTVIP2025TMID47602
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

### Customer Problem Statement

I am	I'm trying to		But		Because		Which makes me feel	
Tableau cosmetic trends analyst	identify emerging cosmetic trend's no isos ivrh.analyst taidhurr	Build data visualizations on showease coametic treme to stakeholders	I find it hard to comjeare trends arrang different demographics. in one view	The visuals I creale don't accurately reflect demographic. data or insights	demographic and tzend data are not tallored for vievingstends in one view	demographic aavethend wish are tormisher-viewing trends in a csteleoard context	Disconnected and unsure about to predist costnetic preferences	Frustrated and unsure where to focus analytical efforts
Junior data analyst tasked with analyzing cosmetic indu-stry data	Junior data analyst tasked with analyzing cosmetic Industry data	Their's godata ivisationally accurate grate demographic data or market sentiments	There's no data labeling or visualization comparative to othra BI tools or insights.	There's no data labeling or visuazization comparative is utheral tools or iaglis	Segregated platforma. and manual trend searches limi: interactive analysis	Segreugated platforms and manual trend searches lnnit interactive analysis		Shick in a Ineflective analysis process

<b>Problem Statement (PS)</b>	<b>I am</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	a product strategist	identify which cosmetic product features drive adoption	data is scattered and not visual	I lack a centralized view of features	unsure about product design and innovation directions
PS-2	a marketing lead	track regional performance for cosmetics campaigns	I can't compare across product types or regions	data is fragmented across locations	frustrated and uncertain about marketing strategies
PS-3	Senior executive	understand cosmetic industry growth clearly	reports lack narrative and visual appeal	insights are hard to interpret from raw numbers	disengaged and ineffective during decision-making
PS-4	market analyst	link features like ingredients/packaging to consumer trends	dashboards are static and not interactive	they don't allow flexible exploration	slowed down and stuck while analyzing patterns
PS-5	a brand manager	assess sentiment from product reviews and social platforms	tools do not support real-time feedback	I can't monitor live consumer reactions	unsure about consumer satisfaction and brand perception
PS-6	a sales strategist	forecast future cosmetic trends	historical data is not visual or intuitive in Tableau	trend patterns are difficult to identify	reactive rather than proactive in trend targeting