Data Collection and Preprocessing Phase

Date	JUNE - 2025
Team ID	LTVIP2025TMID50096
Project Title	Cosmetics Insights : Navigating cosmetic trends and consumer insights with tableau
Maximum Marks	2 Marks

Data Collection Plan & Raw Data Sources Identification :

Elevate your data strategy with the Data Collection plan and the Raw Data Sources report, ensuring meticulous data duration and integrity for informed decision-making in every analysis and decision-making endeavor.

Data Collection Plan

Section	Description
Project Overview	This project aims to analyze cosmetic industry trends, consumer preferences, and product performance using Tableau. The insights will help brands and retailers make data-driven decisions.
Data Collection Plan	Data will be collected from e-commerce platforms, social media, customer reviews, beauty industry reports, and market surveys.
Raw Data Sources	Various structured and unstructured data sources will be used, including online databases, APIs, and direct consumer

Identified	feedback.

Raw Data Sources Template

Source Name	Description	Location/URL	Format	Size	Access Permissions
E-commerce Sales Data	Online sales records of beauty products.	API / Retailer Database	CSV	10 GB	Private (Requires API Key)
Customer Reviews	User reviews and ratings of cosmetic products.	Kaggle / Online Beauty Platforms	JSON	5 GB	Public
Social Media Mentions	Market research reports on cosmetic trends.	Research Firms / Paid Reports	PDF, Excel	2 GB	Private (Subscription-Based)
Survey Data	Customer feedback on beauty preferences.	Google Forms / Survey Tools	Excel	3 GB	Private (With Admin Access)