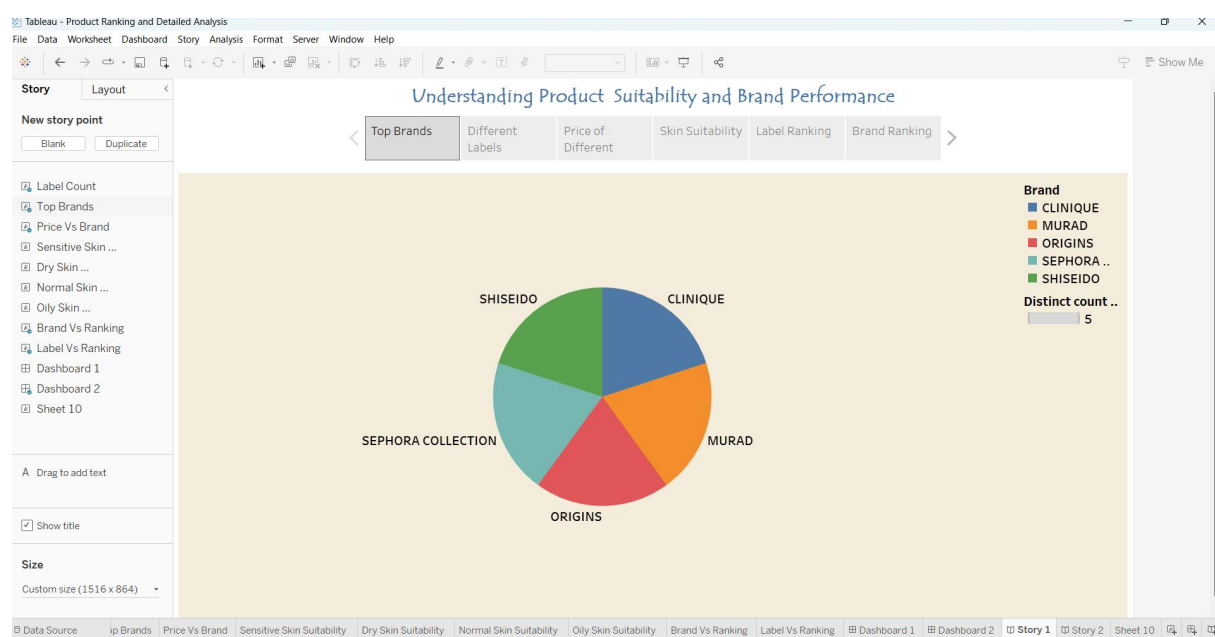# Story

Date	JUNE - 2025
Team ID	LTVIP2025TMID50096
Project Name	Cosmetics Insights : Navigating cosmetic trends and consumer insights with tableau
Maximum Marks	5 Marks

Story with Tableau for Cosmetic Insights

By leveraging Tableau Stories, we can present Cosmetic Industry Insights in a structured and engaging way, allowing stakeholders to understand trends, identify opportunities, and make data-driven decisions.
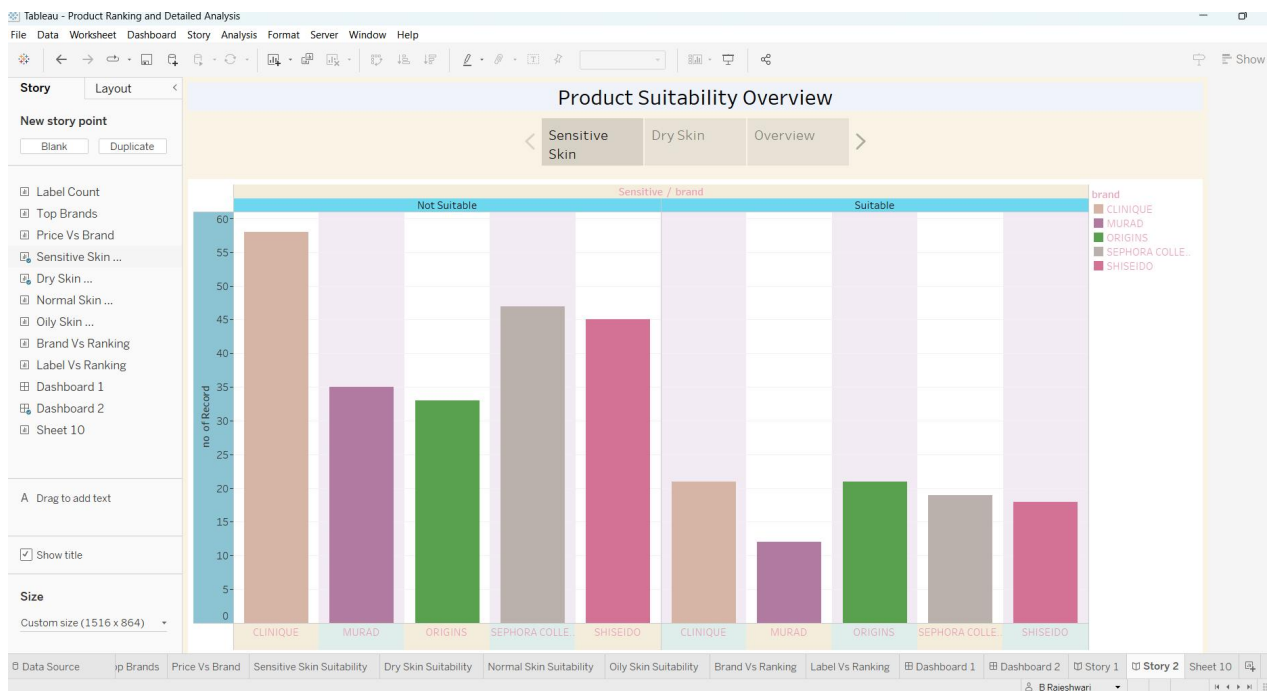
Cosmetic Insights Story – Key Observations & Narrative Flow

In Tableau, **Story** is a feature that allows you to create a sequence of dashboards, visualizations, and text to present data insights in a cohesive and narrative-driven way. It's like a slideshow within Tableau that guides the audience through a series of data points, helping them understand key insights, trends, or outcomes of your analysis.

Observations:

- **Technology Category Leads in Profit**: The Technology category is generating the highest profit among all categories.
- **Seasonal Sales Trend**: Sales peak in November, while February sees the lowest sales, indicating a possible seasonal trend.
- **Consumer Segment Dominates**: The Consumer segment contributes to the highest percentage of sales, accounting for 50.56%.
- **Top Revenue-Generating Product**: Chairs from the Furniture category generate the highest revenue, totaling 1.66M.

Observations:

- **Top Trends**: Top Trends visualize brand performance and providing insights into the interactive capabilities of the data visualization platform.

- **Label Count**: The distribution of different labels contains information about product types or categories.

- **Price Vs Demand**: The box and whisker plot provides a visual comparison of the price distribution across different skincare brands.

- **Senstive skin Suitability**: Analysis focused on comparing skincare brand suitability for sensitive skin using a side-by-side bar chart.

- **Dry Skin Suitability:** The visualization provides a clear and concise overview of skincare brand suitability for dry skin, highlighting popular and potentially problematic brands.

- **Oilyskin suitability**: Stacked bar chart provides a clear and concise overview of skincare brand suitability for oily skin, highlighting popular and potentially problematic brands.

- **Brand VS Ranking:** Bar chart comparing the "Rank" of different brands.

- **Label VS ranking:** The visualization effectively presents the comparison of "SUM(Rank)" across different product categories.