

Project Design Phase
Proposed Solution Template

Date	23 june 2025
Team ID	LTVIP2025TMID49795
Project Name	CosmeticInsights_NavigatingCosmeticsTrendsand Consumer Insights with Tableau
Maximum Marks	2Marks

Proposed Solution Template:

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The cosmetics industry faces challenges in understanding rapidly changing consumer preferences, emerging product trends, and market demands. Traditional analysis methods fail to offer real-time, visual insights for data-driven decisions.
2.	Idea / Solution description	Using Tableau, we propose an interactive dashboard to visualize cosmetics trends, consumer preferences, product ratings, and regional market performance. The solution enables stakeholders to explore patterns, track emerging trends, and make informed strategic decisions.
3.	Novelty / Uniqueness	The project integrates large-scale consumer and market data into a visually engaging Tableau dashboard, making complex datasets accessible and understandable. Its unique strength lies in combining trend forecasting with consumer sentiment analysis visually.
4.	Social Impact / Customer Satisfaction	By understanding consumer preferences better, cosmetic companies can produce more relevant, ethical, and inclusive products. This leads to greater customer satisfaction and promotes socially responsible product development.
5.	Business Model (Revenue Model)	The solution can be offered as a subscription-based analytics service to cosmetic brands, marketing agencies, and retailers. Additionally, consulting and dashboard customization services can generate further revenue.
6.	Scalability of the Solution	The model is highly scalable — it can be adapted for different geographic markets, product categories, and even other industries. As more data is integrated, the insights become richer without compromising dashboard performance.