


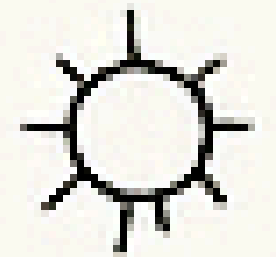
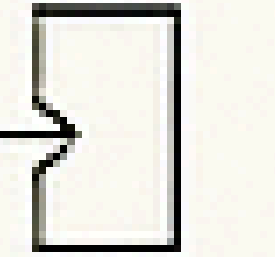
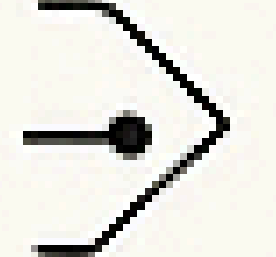
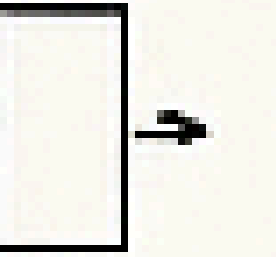
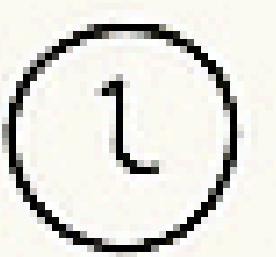
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Project Name: Cosmetic Insights _ Navigating Cosmetics
Trends and Consumer Insights with Tableau

COSMETIC INSIGHTS: Mapping the Consumer Journey

Mission: Uncovering, analyzing, and visualizing evolving beauty trends and consumer behavior using Tableau.

	 Uncovering, analyzing, and visualizing evolving beauty trends and consumer behavior using Tableau	 Entice Exposure for emerging trends (social media, influencers, magazines)	 Enter Visit to beauty product websites or Tableau dashboards	 Engage Interactive functionality of purchased devices	 Exit Continued registration via Tableau Public	 Extend Sharing insights, with peers or friends
Steps		Exposure to emerging trends (social media, influencers, magazines)	Visits to beauty product websites or Tableau dashboards	Interactions with dashboards in a specific region, product type	Consumer falls in love or pre-phase decision based on insights	Continued exploration via Tableau Public or community dashboards
Interaction		Users engaging with trending social platforms	Click through from social to dashboards Uses drag-and-drop to interact with Tableau visualizations	Real-time filtering comparing KPIs, exploring financial patterns	Exporting or sharing insights for team use	Returning for updates and personal feedback Suggesting to the dashboards or sharing across departments
Goals & Motivations		Understand what trends are emerging or declining	Leverage insights for product development	Identify gaps (or competitor insights)	Linking insights to product development or marketing	Subscribing to five dashboards preparing across departments
Positive Moments		Discovering a surprising trend or niche opportunity	Realizing competitor's gap through heatmaps	Realizing competitor's gap through heatmaps	Unclear navigation or lack of content Share insights across departments	Inaccurate or outdated data affecting decisions
Negative Moments		Overwhelming visuals or too much data	Overwhelming visuals or too much data	Unclear navigation or lack of contrast	Inaccurate or outdated data affecting decisions	Highlight quick wins (significant demand spikes)
Areas of Opportunity		Improve dashboard design for non-technical users	Add AI-driven recommendations for emerging trends	Integrate social sentiment, AI insights directly into Tableau	Highlight quick wins (saving time, regional demand spikes)	Emerging insights, formalize and track regional trends