

Project Design Phase

Problem – Solution Fit Template

Date	23 june 2025
Team ID	LTVIP2025TMID49795
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2Marks

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking.	Explore AS, differentiate
	<ul style="list-style-type: none"> Cosmetic brands and companies Marketing analysts in the beauty industry Retailers and e-commerce beauty platforms Product development teams 	<ul style="list-style-type: none"> Budget limitations for advanced tools Lack of internal data science expertise Resistance to adopting new tools Time constraints in analyzing large datasets manually 	<ul style="list-style-type: none"> Excel-based reports Google Trends Manual social media analysis Industry reports Tableau dashboards provide a more interactive, real-time, and visual alternative 	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.		Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> Need to understand fast-changing consumer preferences Analyze what cosmetic products are trending and why Track competitor product launches and performance Make data-driven decisions for product development and marketing campaigns 	<ul style="list-style-type: none"> Rapid shifts in consumer behavior and preferences are hard to track manually Fragmented and siloed customer data Traditional methods are too slow to keep up with industry pace 		
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. A Tableau-based interactive dashboard that aggregates consumer insights, product trends, and competitor analysis using real-time data from social media, reviews, and sales reports. This solution makes analytics accessible, visual, and actionable for beauty brands to stay ahead of trends.		Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.			
		8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7		
		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.		

Project Design Phase
Proposed Solution Template

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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.

Project Design Phase Solution Architecture

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Maximum Marks	4 Marks

Solution Architecture Diagram:

