

# Report:-

## Project Title:

### Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

Dashboard tableau public links:-

**For Dashboard 1:-**

<https://public.tableau.com/app/profile/kudala.rupa.devi/viz/CosmeticinsightsAnalysis/Dashboard1?publish=yes>

**For Dashboard 2:-**

<https://public.tableau.com/app/profile/kudala.rupa.devi/viz/CosmeticinsightsAnalysis/Dashboard2?publish=yes>

**For Story 1:-**

<https://public.tableau.com/app/profile/kudala.rupa.devi/viz/CosmeticinsightsAnalysis/Story1?publish=yes>

## Overview:-

This project leverages Tableau to analyze cosmetic product data and uncover valuable insights related to brand performance, product pricing, consumer preferences, and skin-type suitability. Nine key visualizations were developed to support real-time decision-making and evidence-based strategy in the beauty industry.

## Report of Visualizations :-

### Top Brands

A pie chart showing the top 5 brands based on product count, highlighting brand presence in the dataset.

### Price Distribution by Brand

Bar chart comparing average product prices across brands, useful for understanding price positioning.

### Price vs Brand (Box Plot)

Visualizes price variation within each brand, showing medians, outliers, and pricing strategy insights.

### Product Count per Label

Bar chart showing how many products fall under each category (label), identifying category saturation.

**Label vs Rank**

Displays the average rating of each product category, helping assess which types perform best.

**Brand vs Rank**

Ranks brands by their average product rating, spotlighting top and underperforming brands.

**Skin-Type Suitability per Product**

Grouped bar chart showing how individual products perform across dry, normal, oily, and sensitive skin types.

**Skin-Type Suitability by Brand**

Compares how different brands perform for various skin types, revealing gaps or strengths in formulations.

**Ingredients Word Cloud**

Highlights the most frequently used ingredients in the dataset, offering insights into formulation trends.

**Conclusion:-**

The dashboard enables quick analysis of trends, preferences, and potential issues in cosmetic products. This data-driven approach empowers companies to better target products, improve formulations, and meet evolving customer expectations.