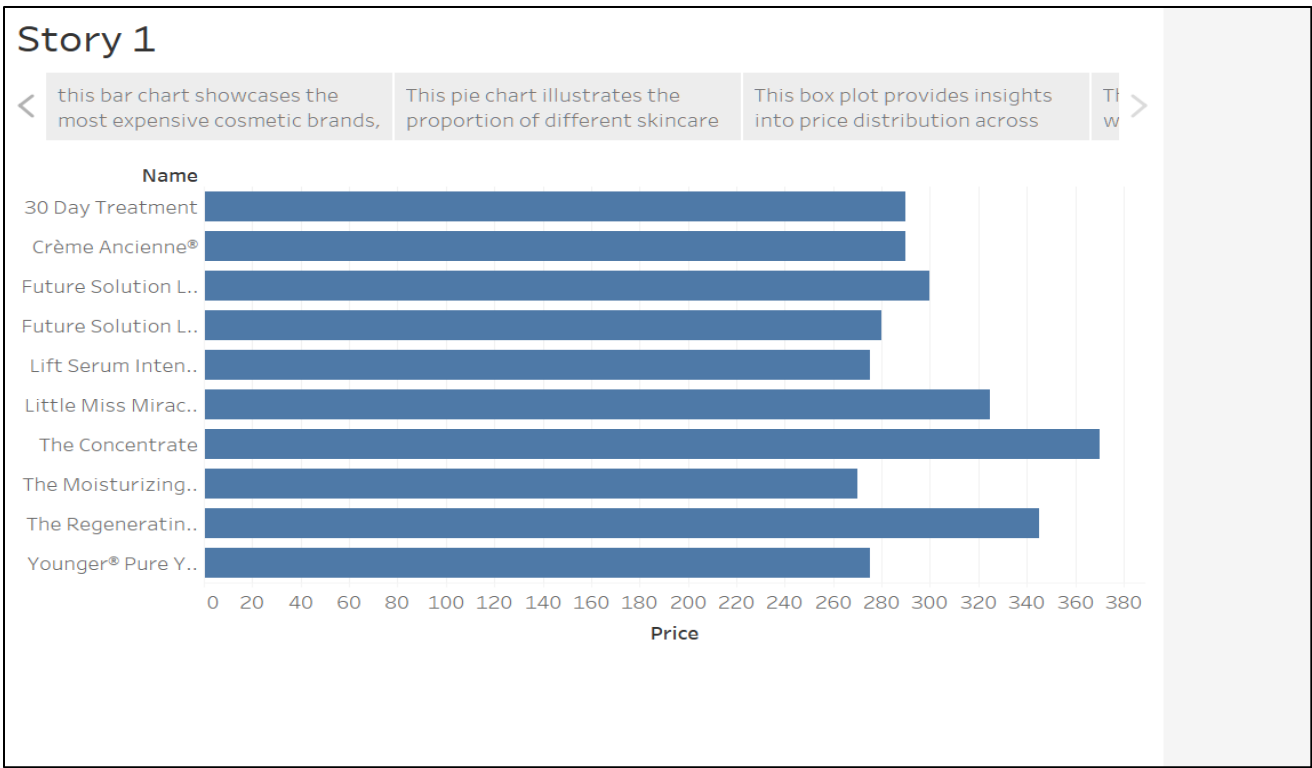


Story

Date	25 March 2025
Team ID	LTVIP2025TMID27193
Project Name	Cosmetic insights: Navigating Cosmetics Trends and costumer Insights with Tableau
Maximum Marks	4 Marks

Interactive and visualizing Story:



Observations for Visualizations

1. Luxury brands like La Mer and SK-II have the highest-priced beauty products.
2. Moisturizers and serums dominate the skincare market in product distribution.
3. Some brands maintain a consistent price range, while others have wide variations.
4. There is no strong correlation between product price and customer ranking.
5. Certain brands specialize in specific skin types, while others cater to all.
6. Brands with a larger product variety have a stronger market presence.
7. Some brands show steady pricing trends, while others fluctuate over time.
8. Most beauty products fall within a mid-range price bracket, with fewer extremes.