Data Collection and Preprocessing Phase

Date	19 March 2025
Team ID	LTVIP2025TMID27193
Project Name	Cosmetic insights: Navigating Cosmetics Trends and costumer Insights with Tableau
Maximum Marks	2 Marks

Data Collection Plan Template:

Section	Description
Project Overview	This dataset represents a collection of skincare products, including moisturizers, cleansers, treatments, face masks, eye creams, and sun protection. Each product is characterized by its brand name, price, user rating (Ranking), key ingredients (Ingred Combination), and suitability for different skin types (Dry, Normal, Oily, Sensitive). To develop an interactive Tableau dashboard that provides actionable insights into cosmetic trends and consumer behavior, enabling businesses to make informed decisions regarding product development, marketing strategies, and sales optimization.
Data Collection Plan	The Data is collected from the "KAGGLE". Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau. LINK https://drive.google.com/file/d/1FZBkOpYhKm8xfPO65NwEScZ28O2TKqAL/view?usp=sharing
Raw Data Sources Identified	By gathering and integrating these raw data sources, you'll have a comprehensive foundation for building insightful Tableau dashboards that reveal cosmetics trends and consumer behaviors. This raw data potential sources contain Sales & Transactional Data, E-commerce Platforms, Distributor/Wholesale Data, Customer Demographics & Behavior, Social Media Analytics, Market Research Surveys, Product & Inventory Data, External Market Data etc..

Raw Data Sources Template:

Source Name	Description	Location/URL	Format	Size	Access Permissions
Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau	This dataset contains 185 barnds,6 Label with provide a rich foundation for exploring skincare product characteristics and consumer preferences.	Link	CSV	13mb	Public