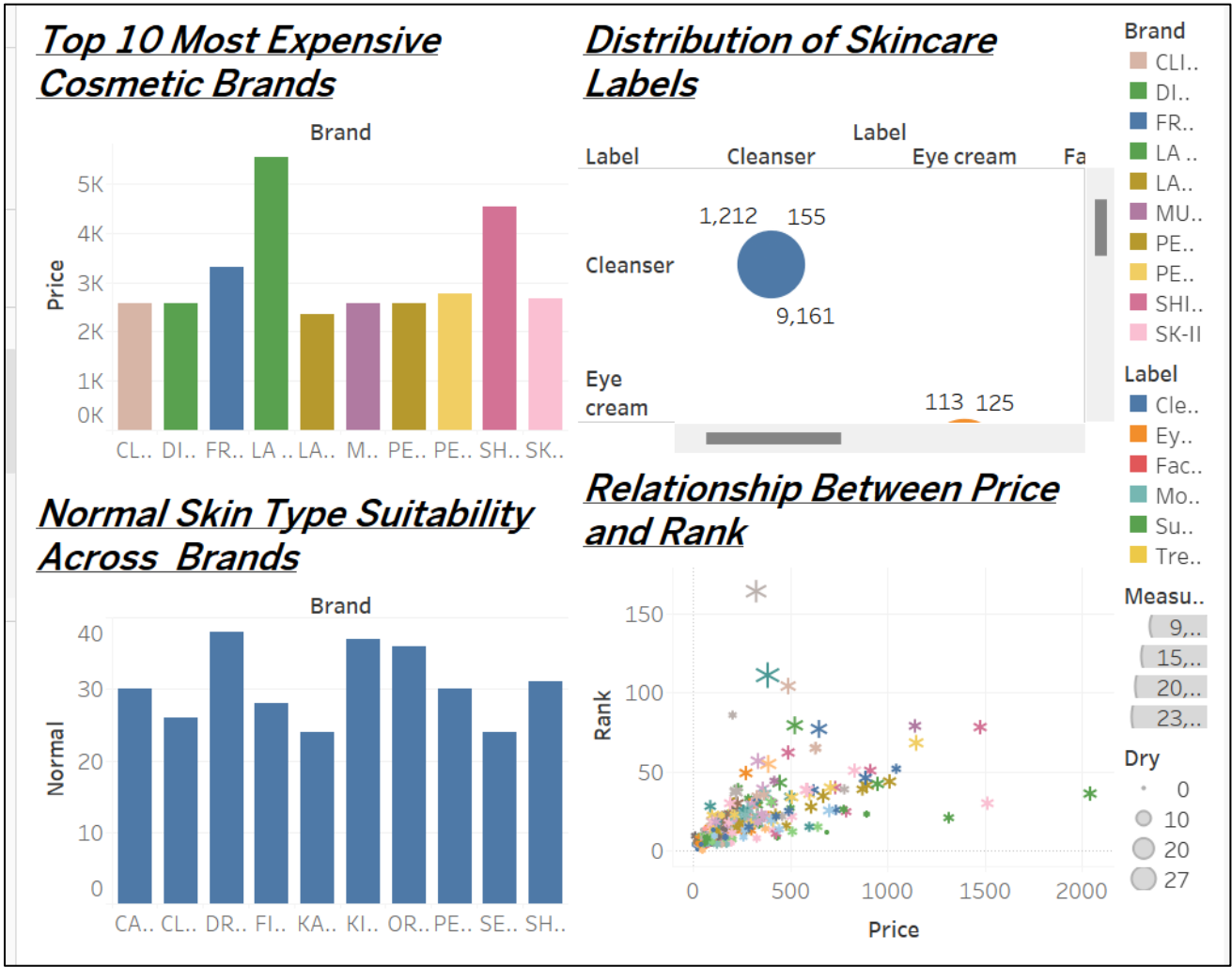
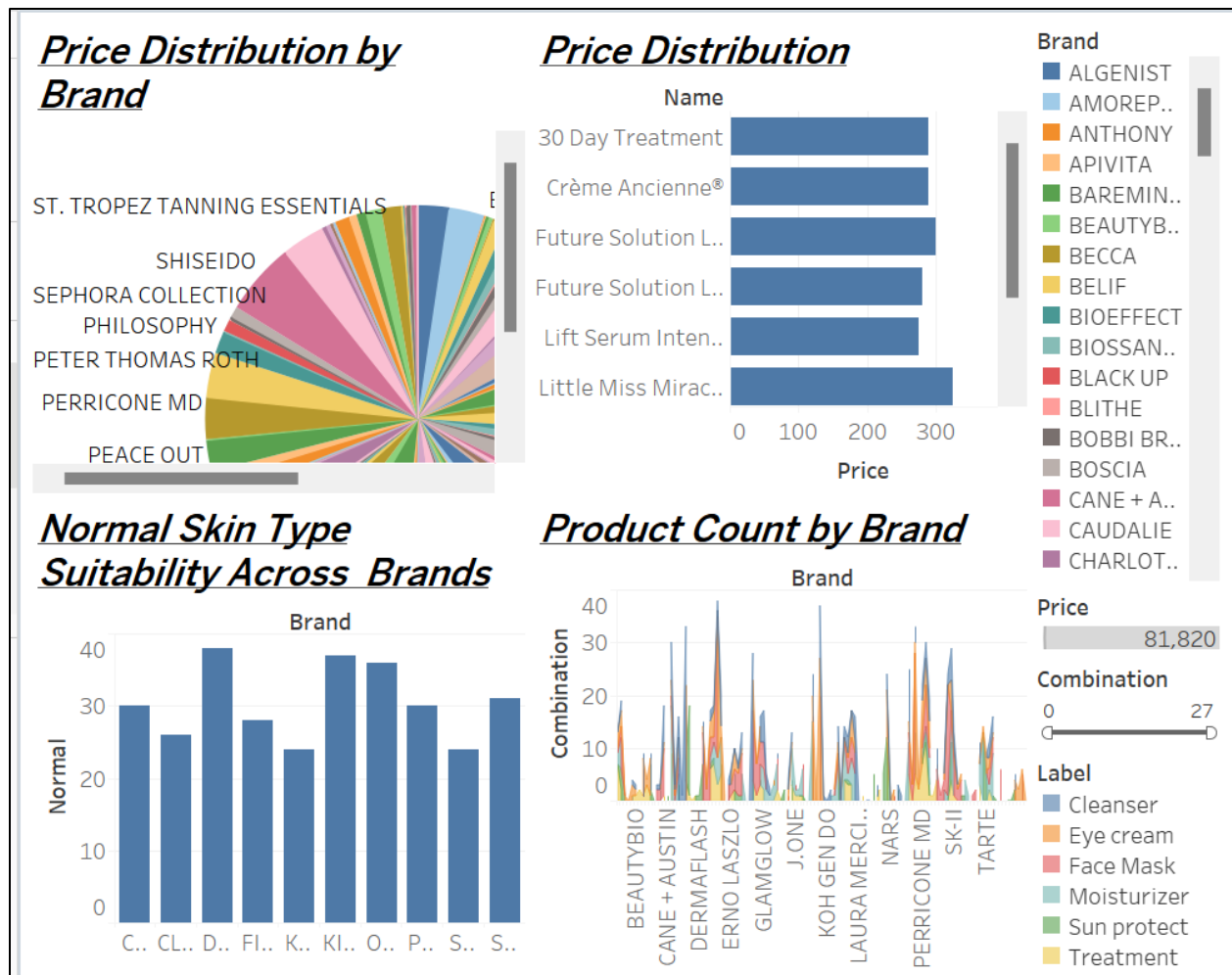


Dashboard Design

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

Activity 1: Interactive and visually appealing dashboards





Major Outcomes from Visualizations:

- ◆ **High-End Brands Dominate Pricing:** Luxury brands like La Mer and SK-II have the highest-priced products, making them premium market leaders.
- ◆ **Moisturizers and Serums Are Market Leaders:** The Pie Chart shows that Moisturizers and Serums make up a significant share of the cosmetics industry, indicating high consumer demand.
- ◆ **Wide Price Variations Exist Across Brands:** The Box Plot reveals that some brands offer both budget-friendly and luxury products, while others remain consistent in pricing.
- ◆ **Expensive Doesn't Always Mean Better:** The Scatter Plot suggests no strong correlation between price and rank, meaning high-cost products don't always have higher customer satisfaction.
- ◆ **Different Brands Target Different Skin Types:** The Heatmap shows that certain brands focus more on sensitive or oily skin, while others cater broadly to all skin types.
- ◆ **Some Brands Dominate in Product Variety:** The Treemap highlights brands with the highest number of products, making them key players in the cosmetics industry.

◆ Price Trends Vary by Brand: The Line Chart indicates that some brands maintain consistent pricing, while others show fluctuations over time.

◆ Most Beauty Products Fall in a Mid-Price Range: The Histogram shows that cosmetics tend to cluster in a specific price bracket, with fewer high-end and budget-friendly options.

Key Business Insights & Recommendations

- ✓ Brands should focus on in-demand categories like moisturizers and serums.
- ✓ Customer satisfaction should be prioritized over just premium pricing.
- ✓ Retailers should stock brands with diverse product offerings for broader appeal.
- ✓ A balanced pricing strategy is essential for attracting different consumer segments.