

Project Initialization and Planning Phase

Date	16 March 2025
Team ID	LTVIP2025TMID27193
Project Name	Cosmetic insights: Navigating Cosmetics Trends and costumer Insights with Tableau
Maximum Marks	3 Marks

Project Proposal (Proposed Solution) template:

Project Overview:

Objective	The objective is to leverage Tableau to analyze cosmetics market data, identify key trends, and gain valuable insights into consumer behaviour
Scope	Defines the boundaries and areas of focus for this analytical project

Problem Statement:

Description	The problem is that businesses in the cosmetics industry struggle to effectively leverage data to understand trends and consumer behaviour, hindering their ability to make informed decisions and remain competitive
Impact	The impact is to transform a cosmetics business from relying on assumptions to making data-driven decisions, leading to increased efficiency, profitability, and customer satisfaction.

Proposed Solution:

Approach	The approach involves a systematic process of gathering, cleaning, analyzing, and visualizing data using Tableau to uncover actionable insights into cosmetic trends and consumer behaviour.
Key Features	The key features of a well-defined problem statement for "Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights": Relevance, Specificity, Impact-Oriented, Data-Focused etc...

Resource Requirements:

Resource Type	Description	Specification/Allocation
Hardware		
Computing Resources	Laptop	e.g., 2x NVIDIA V100 GPUs

Memory	RAM specifications	16.0 GB(15.7 GB usable)
Storage		
Frameworks	Python Frameworks	Flask
Libraries	Additional libraries	Scikit-learn, pandas, numpy
Development Environment	IDE, version control	Jupyter Notebook, Git
Data		
Data	Online,1.3mb,Excel	Kaggle dataset