

Project Design Phase
Proposed Solution Template

Date	13 June 2025
Team ID	LTVIP2025TMID51124
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	It is hard to track which cosmetics are popular and what customers like.
2.	Idea / Solution description	We will use Tableau to create dashboards showing top products, sales, and customer choices.
3.	Novelty / Uniqueness	Our idea shows live data in a visual way, making it easy to understand trends.
4.	Social Impact / Customer Satisfaction	Companies can use this to make better products that match what people want.
5.	Business Model (Revenue Model)	We can sell this dashboard as a tool to cosmetic companies or charge for insights.
6.	Scalability of the Solution	This can be used for more data in future or for other products like skincare or fashion.