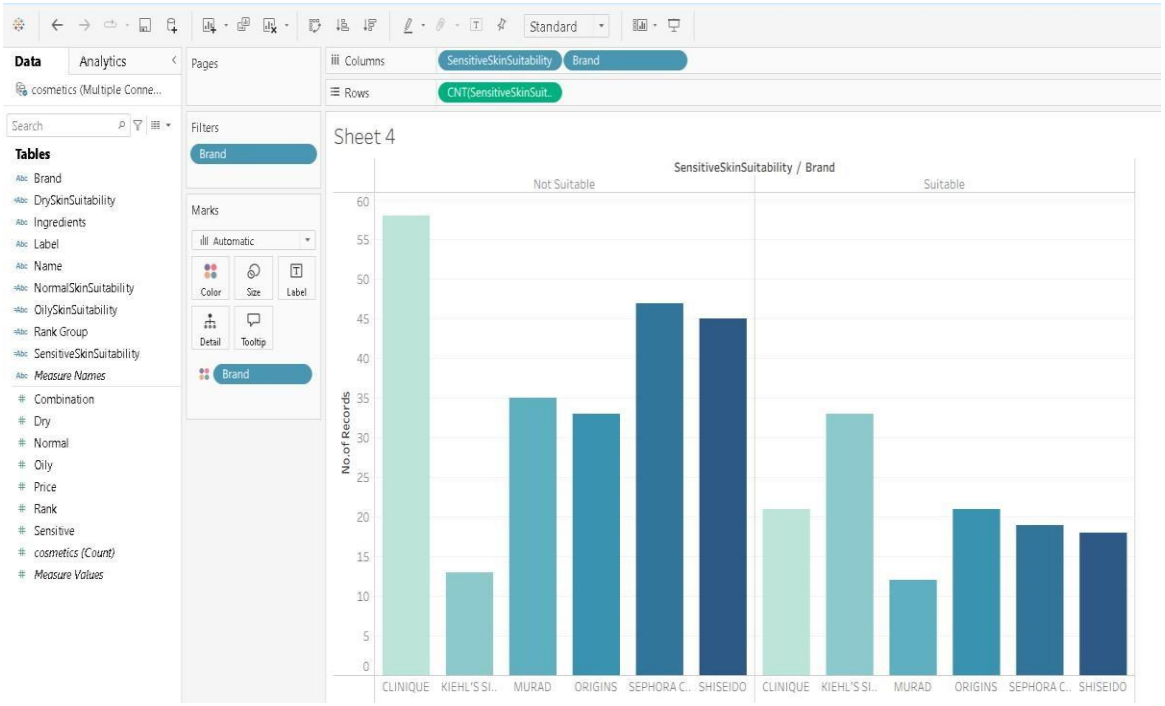
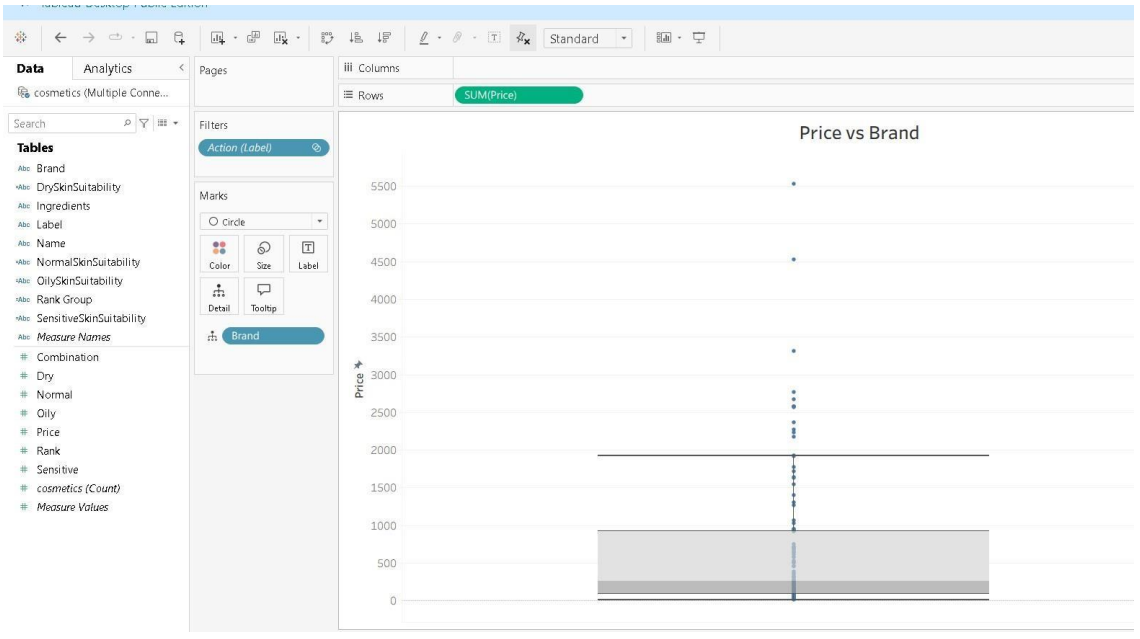
BusinessQuestionandVisualizationReport

Date	18 June2025
TeamID	LTVIP2025TMID51415
ProjectName	CosmeticInsights:NavigatingCosmeticsTrendsandConsumerInsightswithTableau
MaximumMarks	5 Marks

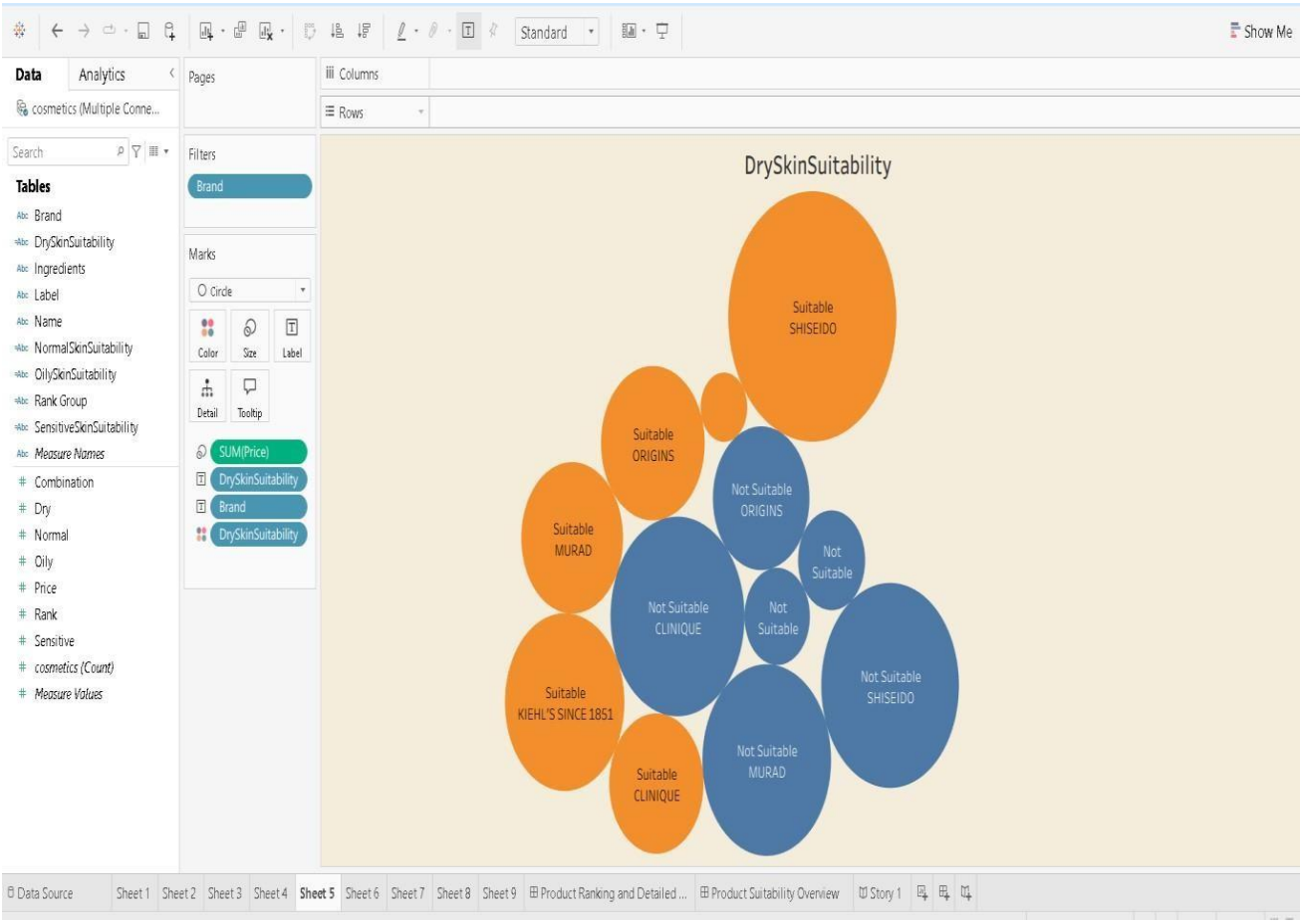
1. *Whichskincarebrandshavethehighestnumberofproductsdeemed'notsuitable'forsensitiveskin?*
    - *Visualization*:Sidebysidebar.



2. *Whatisthepricedistributionforeachskincarebrand?*
    - *Visualization*:Box&whiskerPlot.

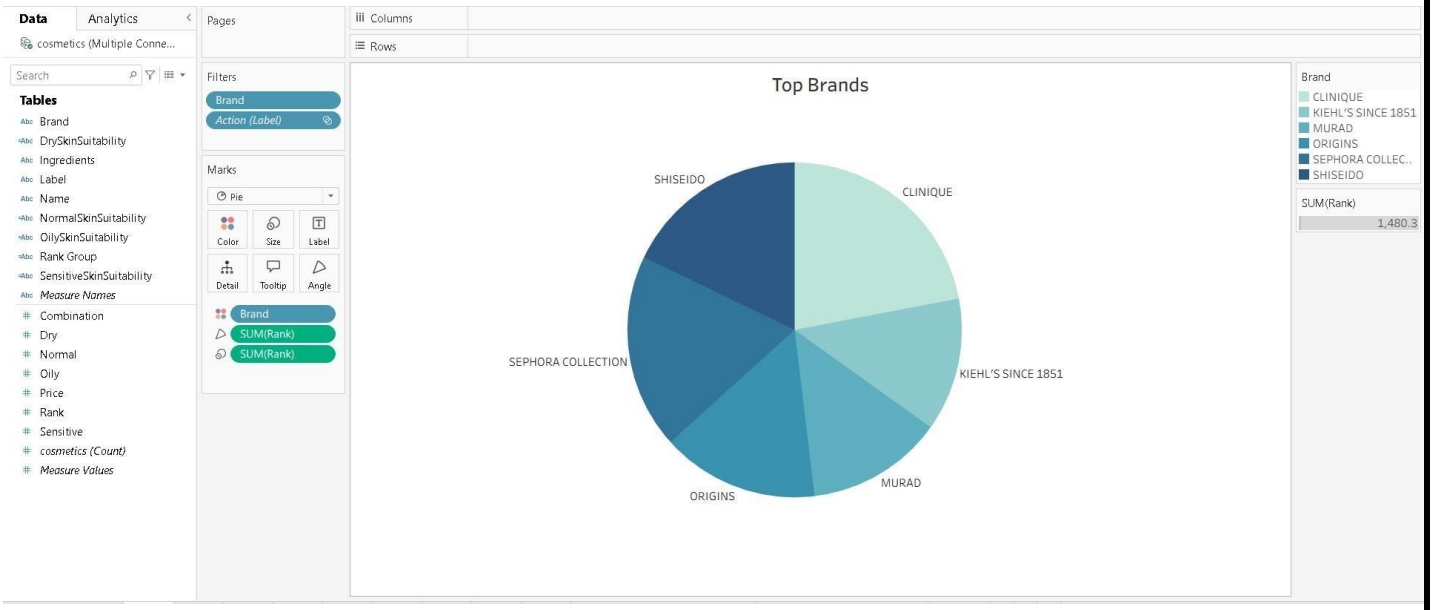


3. Whichbrandsaremostsuitablefordryskin?
    - *Visualization*:PackedBubbleChart.

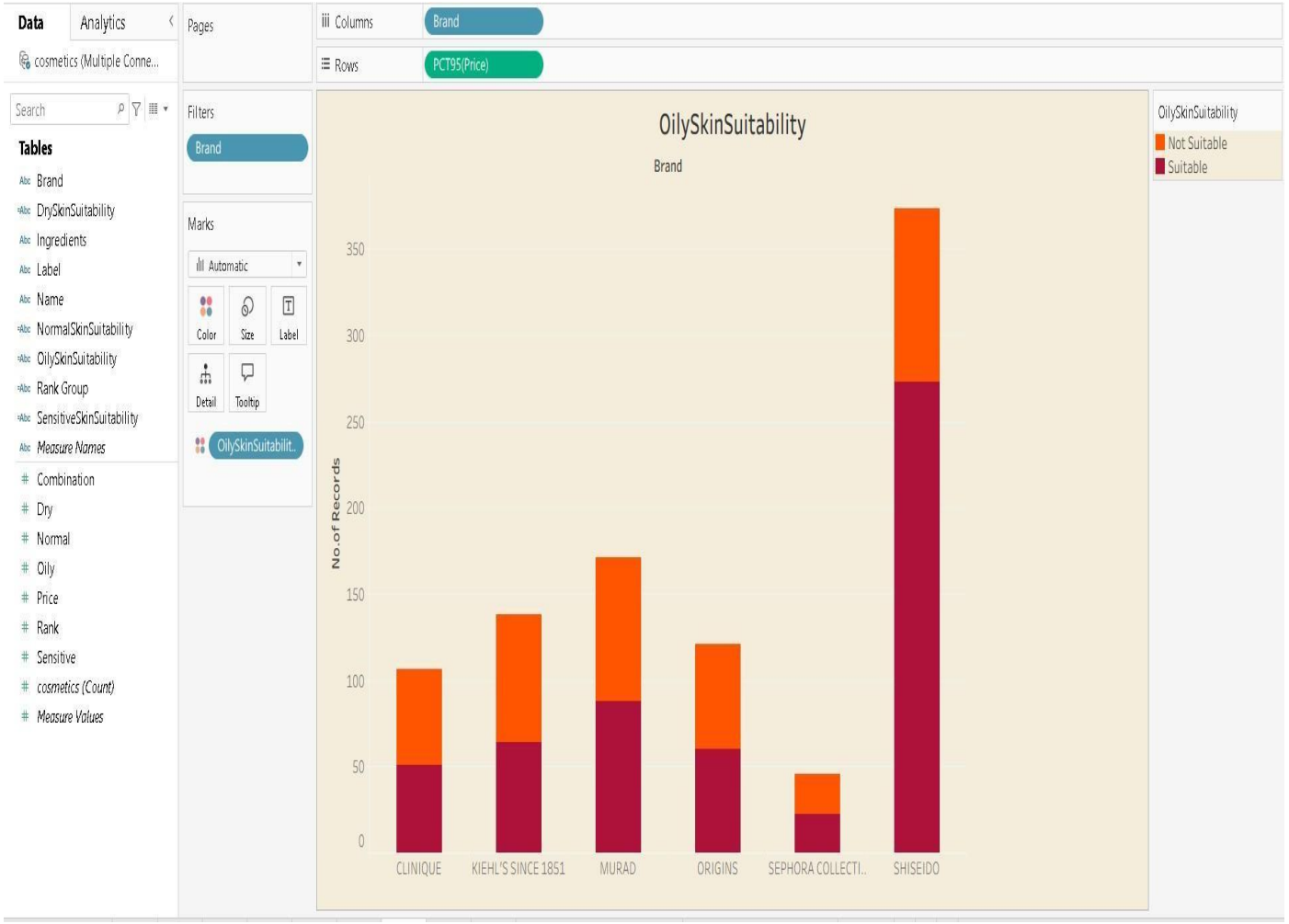


4. *Whichproductcategoryhasthehighestnumberofrecords?*
    - *Visualization*:BarGraph.

5. Whatfactorscontributetoabrand'shighranking?
    - *Visualization*:Piechart.

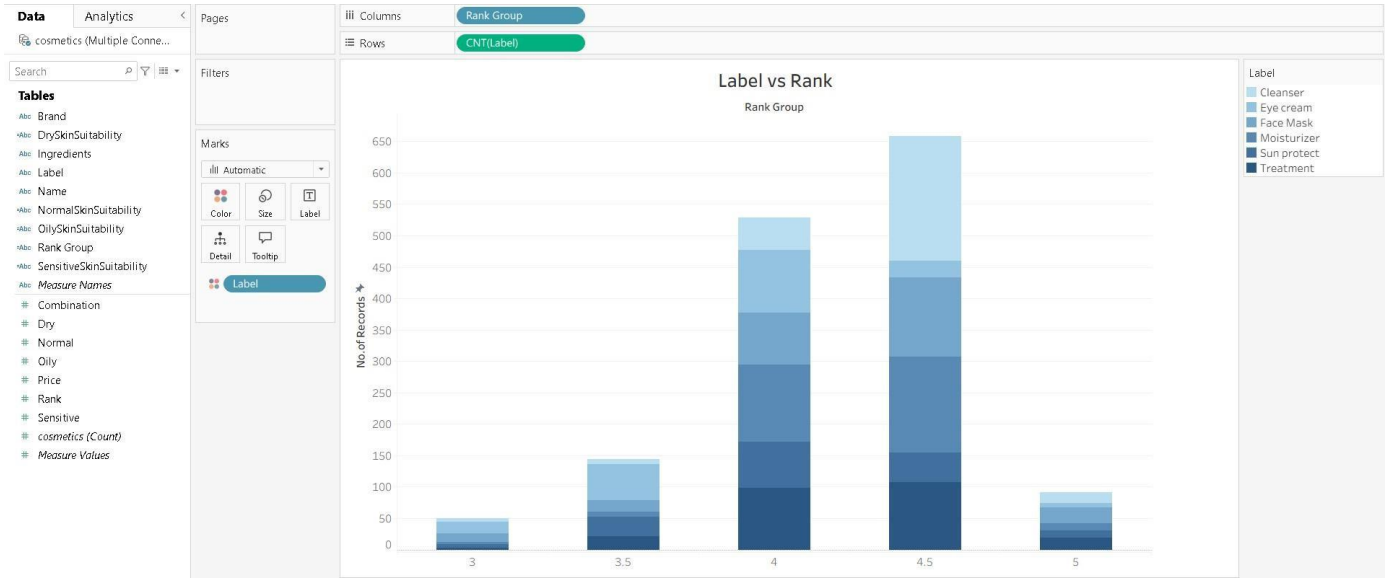


6. WhichbrandshavethehighestnumberofproductsNOTsuitableforoilyskin?
    - *Visualization*:StackedBars.



7. Howdoestheaveragerankofdifferentbrandscomparetoeachother?
    - *Visualization*:StackedBars.

8. Whichskincareproductcategoryhasthehighestaveragerankandhowdoesitcomparetoothercategories?
    - *Visualization*:Horizontalbarchart.


Data
Analytics
cosmetics (Multiple Conne...
Search
Tables
Brand
DrySkinSuitability
Ingredients
Label
Name
NormalSkinSuitability
OilySkinSuitability
Rank Group
SensitiveSkinSuitability
Measure Names
Combination
Dry
Normal
Oily
Price
Rank
Sensitive
cosmetics (Count)
Measure Values
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Label
Columns
Rank Group
Rows
CNT(Label)
Label vs Rank
Rank Group
No.of Records
650
600
550
500
450
400
350
300
250
200
150
100
50
0
3
3.5
4
4.5
5
Label
Cleanser
Eye cream
Face Mask
Moisturizer
Sun protect
Treatment