

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	28 June 2025
Team ID	LTVIP2025TMID48549
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

## Identified Problem

Cosmetic brand managers and marketing teams often struggle with the lack of real-time, unified insights into consumer preferences, regional demands, and product sentiment. Their current reliance on fragmented data sources and delayed reports results in poor targeting, inventory mismanagement, and missed market opportunities.

## Proposed Solution

The Cosmetic Insights project offers a Tableau-based interactive dashboard that transforms raw data into clear, visual insights. It provides stakeholders with access to real-time sales trends, demographic breakdowns, sentiment analysis, and regional heatmaps—enabling faster and smarter decision-making.

## Problem–Solution Fit

This solution fits seamlessly into the existing behavior of users who already depend on visual reports and data to plan campaigns and make product decisions. By providing timely, accessible, and relevant insights, it supports their daily workflows and eliminates the need for guesswork.

## Why It Works

The dashboard addresses a recurring and costly problem with an intuitive tool that is easy to adopt and use. It taps into familiar patterns—visual dashboards, real-time data, targeted filters—which increases trust and encourages adoption across teams.

## Outcome & Value

With this solution, cosmetic companies can improve campaign accuracy, optimize product distribution, enhance customer satisfaction, and react quickly to market shifts—leading to better business outcomes and stronger customer relationships.