

# Data Visualization Assignment 1

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Link to dataset used: <https://www.kaggle.com/datasets/shivd24coder/cosmetic-brand-products-dataset/>

This dataset contains detailed information about make up products.

This contains information about the brand, the product name, the product type, the price, the rating and other fields.

The intended audience is a makeup retail company interested in finding the bestselling and most profitable products and brands.

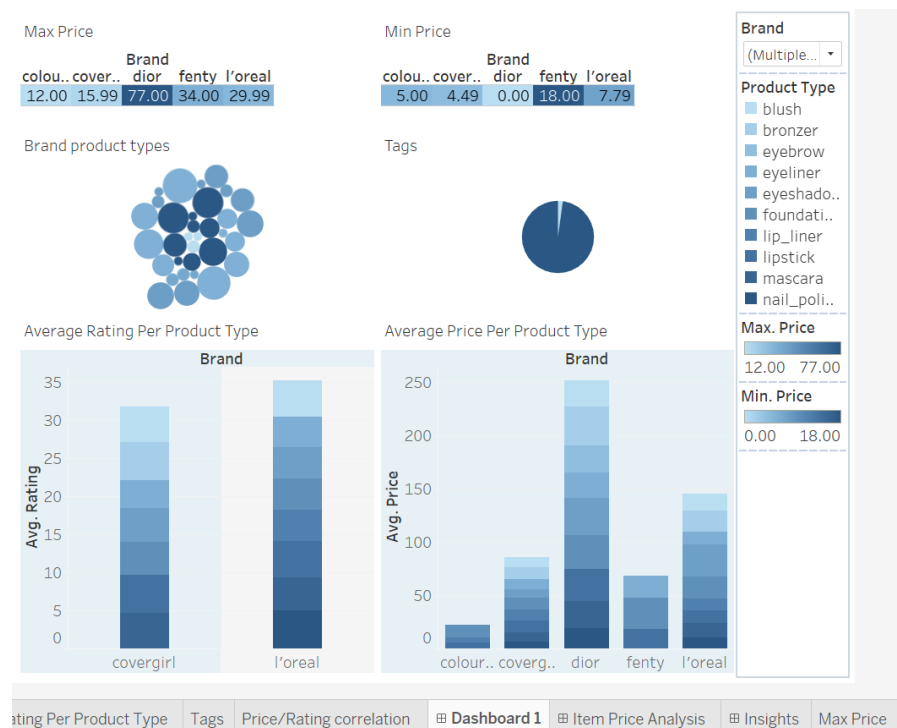
<https://public.tableau.com/app/profile/jessica.fornetti/viz/ItempriceAnalysisdashboard/ItemPriceAnalysis?publish=yes>

For the 1<sup>st</sup> dashboard, we have the exploratory analysis filtered by brand. We have the minimum and maximum price by brand, the total number of products and the split by product type and finally the average price and rating per product type per brand.

<https://public.tableau.com/app/profile/jessica.fornetti/viz/Insightsdashboard/Insights?publish=yes>

For the 2nd dashboard, the focus was mainly on the pricing of items, to figure out which brands were the most profitable. As well we have the top 10 brands with the best rating.

Previous iteration of the Exploration dashboard:



Screenshots of unused visualizations:

