Ideation Phase

Brainstorm & Idea Prioritization Template:-

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| **Date** | 25 June 2025 |
| **Team ID** | LTVIP2025TMID51646 |
| **Project Name** | Cosmetic Insights – Navigating Cosmetics  Trends and Consumer Insights with Tableau |
| **Maximum Marks** | 4 Marks |

**Brainstorming – Project:** Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

Step 1: Team Gathering, Collaboration and Problem Selection

**Team Member:** kanithi Mouni Naga Sai Chandana

**Problem:** Understanding how cosmetic brands and products perform across pricing, skintype suitability, and popularity using Tableau visualizations.

Step 2: Brainstorming, Idea Listing and Grouping:-

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| **Idea** | **Group** |
| Show total products per label | Category Overview |
| Compare average price by brand | Brand Analysis |
| Use pie chart for top brands | Brand Performance |
| Analyze skin suitability across dry/oily/normal/sensitive | Suitability Analysis |
| Word cloud for top ingredients | Ingredient Trends |
| Filters for skin type and brand | Interactivity |
| Publish dashboards to Tableau Public | Deployment |

Step 3: Idea Prioritization:-

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| **Idea** | **Feasibilty** | **Impact** | **Priority** |
| Suitability per skin type | High | High | High |
| Brand vs Rank | High | High | High |
| Label Count & Label vs Rank | High | Medium | High |
| Word Cloud of Ingredients | Medium | Medium | Medium |
| Filters(skin type, label,brand) | High | High | High |

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| Public dashboard to Tableau Public | High | Medium | Medium |