**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID49157 |
| Project Name | Cosmetic Insights: Navigation cosmetics trends and consumer insights using Tableau |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

**WHO are we empathizing with?**

**Primary Users:**

* Cosmetic brand managers
* Marketing analysts
* Product developers in the beauty industry
* Retailers selling cosmetics
* Skincare and beauty influencers
* Consumers curious about trends

**Key Stakeholders:**

* Data analysts using Tableau
* Business decision-makers
* Sales teams
* Marketing teams

**What do they NEED TO DO?**

* Understand emerging cosmetic trends quickly.
* Visualize complex consumer data in an easy, interactive way.
* Identify top-performing brands and products.
* Analyze consumer preferences (e.g., suitability for skin types).
* Track how labels and rankings affect buying decisions.
* Make data-driven product development and marketing strategies.

**What do they SEE?**

* Vast amounts of scattered cosmetic sales and feedback data.
* Fragmented or outdated reports.
* Competitors leveraging data visualization tools.
* New trends constantly changing (K-beauty, clean beauty, vegan, etc.).
* Shifts in consumer behavior post-pandemic.

**What do they SAY?**

* “We need clear dashboards to track market trends.”
* “It’s hard to make sense of raw data.”
* “We want to know what consumers really care about.”
* “We need to justify decisions with solid insights.”
* “We’d like to see visual stories, not just spreadsheets.”

**What do they DO?**

* Collect and store large datasets.
* Create basic charts and reports in Excel or older tools.
* Manually prepare presentations for stakeholders.
* Spend a lot of time cleaning and merging data.
* Rely on intuition when insights are unclear.

**What do they HEAR?**

* From leadership: “Bring innovative, data-backed recommendations.”
* From industry: “Visualization is key to competitive advantage.”
* From peers: “Better dashboards save us time.”
* From consumers: “We want transparency and personalization.”

**PAINS**

* Time-consuming data cleaning and reporting.
* Lack of user-friendly, interactive visuals.
* Difficulty understanding consumer segmentation.
* Missed opportunities due to delayed insights.
* Inability to clearly present data to non-technical stakeholders.

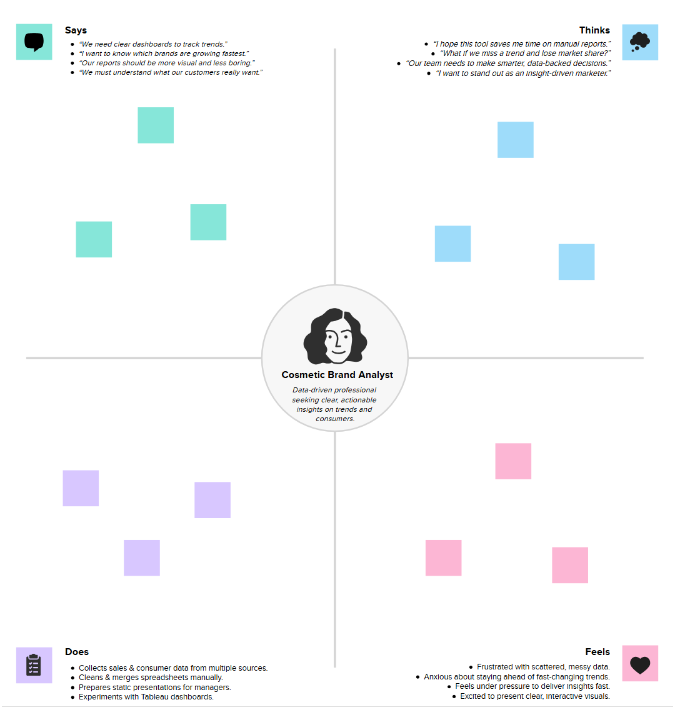
**GAINS**

* Easy-to-use Tableau dashboards to explore trends interactively.
* Faster, clearer decision-making.
* Better targeting of marketing campaigns.
* More innovative, consumer-driven product lines.
* Increased competitiveness in the cosmetic market.

**Solution Statement**

**“Cosmetic Insights” empowers cosmetic brands and analysts to explore, visualize, and understand cosmetic trends and consumer preferences using Tableau — turning scattered data into actionable insights for better products and smarter marketing.”**

**Example:**

****