**Project Design Phase**

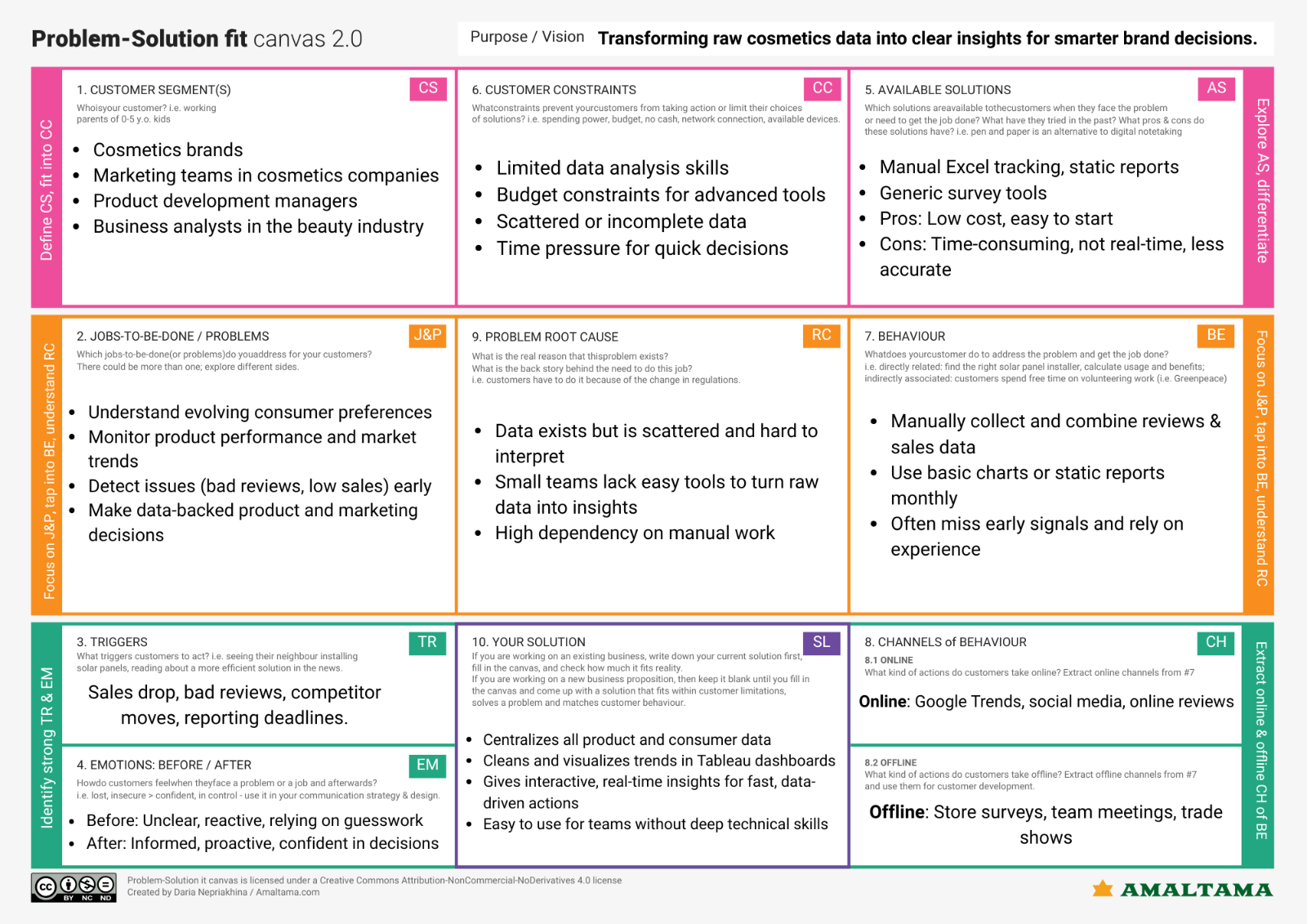
**Problem – Solution Fit**

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| --- | --- |
| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID49157 |
| Project Name | **Cosmetic Insights** : Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 2 Marks |

**Purpose:**To solve the challenge faced by cosmetics brands and product teams in understanding changing consumer preferences, product performance, and market trends by providing clear, interactive Tableau dashboards that deliver actionable insights for smarter decisions.Purpose:

**How it fits:**

* Identifies real problems: scattered data, lack of clear insights.
* Uses existing behavior: brands already collect feedback but struggle to analyze it.
* Fits customer constraints: easy to use, no complex data science skills needed.
* Leverages trusted channels: web dashboards, reports, alerts.
* Helps brands act faster with early signals and real-time insights.



[Problem solution fit canvas link URL here](https://drive.google.com/file/d/1OiOl2tVFMjd2OqJ9XWdTqtv8zx2_jgnF/view?usp=sharing)