

# PROJECT REPORT

## Cosmetic Insights: An In-Depth Analysis of Consumer Trends in the Cosmetics Industry

### 1. INTRODUCTION

#### 1.1 Project Overview

"Cosmetic Insights" explores the ever-evolving landscape of the cosmetics industry using Tableau to deliver compelling visual analytics. This project presents an in-depth analysis of product categories, consumer preferences, seasonal trends, and regional sales data based on recent datasets. By combining dashboards, charts, and stories, the solution allows users to interact with visual data, identify market patterns, and understand shifts in consumer behavior across various demographics.

#### 1.2 Purpose

The purpose is to offer stakeholders an interactive, data-driven dashboard that provides insights into cosmetics sales trends, brand popularity, product performance, and emerging consumer interests. It aims to support marketing strategies, inventory planning, and product innovation decisions.

### 2. IDEATION PHASE

#### 2.1 Problem Statement

The cosmetics industry constantly evolves with new trends, seasonal demands, and shifting consumer preferences. However, stakeholders often lack a centralized, visual tool that enables data-driven decisions based on consumer behavior, sales performance, and regional market dynamics. This project addresses this gap by providing interactive Tableau dashboards to analyze and visualize industry data, helping brands stay competitive and customer-focused.