

**Project Design Phase  
Proposed Solution Template**

Date	15 February 2025
Team ID	LTVIP2025TMID48098
Project Name	Cosmetic Insights: Navigating Cosmetic Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Cosmetic brands struggle to track fast-changing consumer trends and preferences across fragmented data sources.
2.	Idea / Solution description	An interactive Tableau dashboard that integrates social, sales, and review data to visualize real-time cosmetic trends and consumer insights.
3.	Novelty / Uniqueness	The solution is tailored specifically for the cosmetics industry with unified, trend-focused visual analytics sourced from multiple platforms.
4.	Social Impact / Customer Satisfaction	Empowers beauty brands to align better with consumer needs, resulting in more relevant products and higher customer satisfaction.
5.	Business Model (Revenue Model)	Subscription-based access for brands with tiered pricing for analytics depth, plus consultancy for dashboard customization.
6.	Scalability of the Solution	Easily scalable across geographies, brands, and new data sources due to its modular, cloud-based architecture.