

## Business Question and Visualization Report

|               |   |
|---------------|---|
| Date          | 18 March 2025   |
| Team ID       | LTVIP2025TMID26724  |
| Project Name  | Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 5 Marks   |

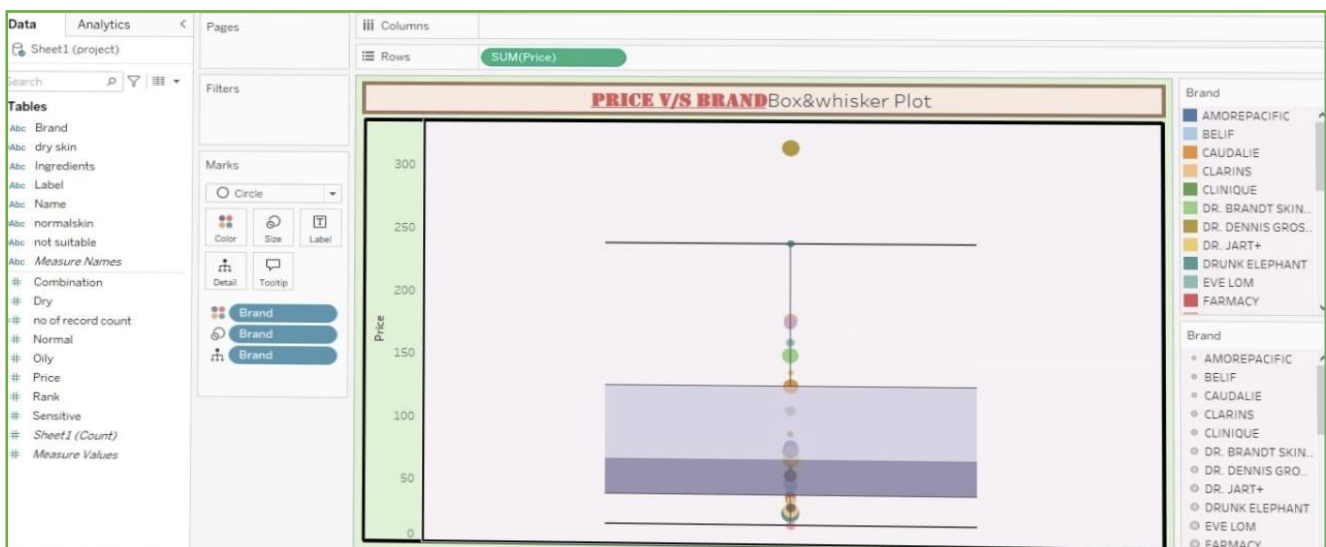
1. Which skincare brands have the highest number of products deemed 'not suitable' for sensitive skin?

- Visualization: Side by side bar.



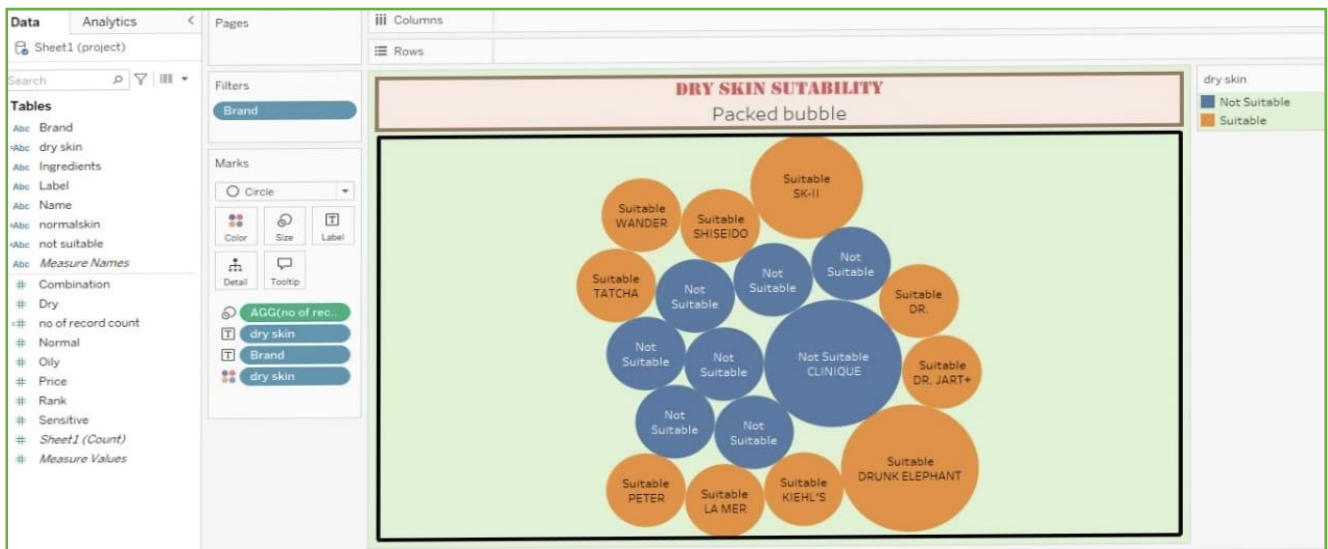
2. What is the price distribution for each skincare brand?

- Visualization: Box&whisker Plot.



3. Which brands are most suitable for dry skin?

- Visualization: Packed Bubble Chart.



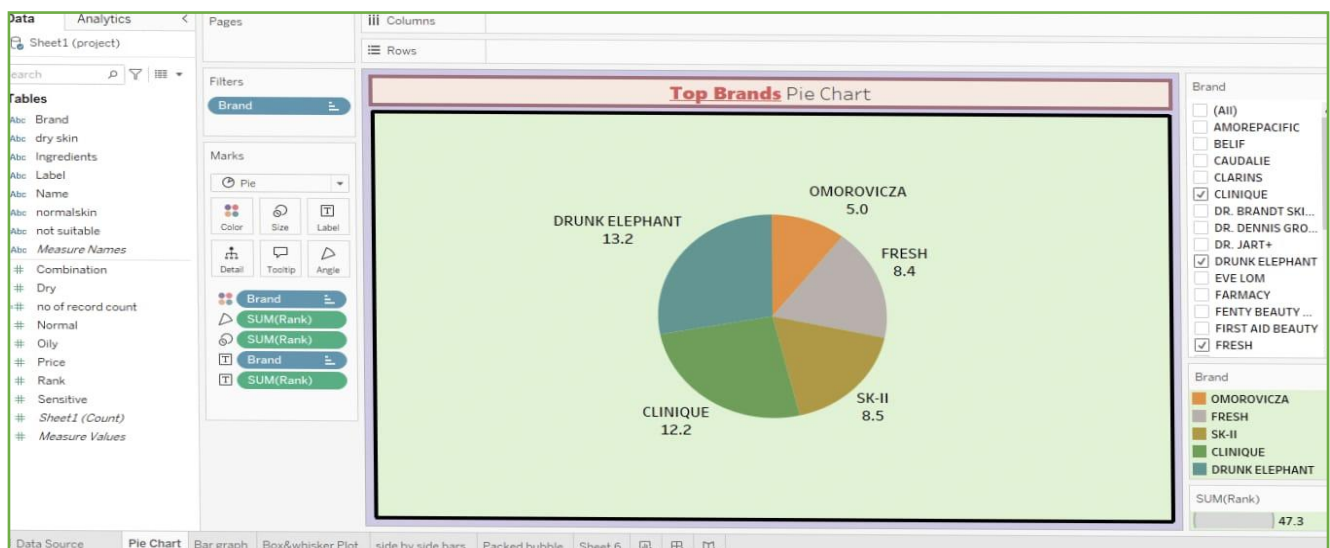
4. Which product category has the highest number of records?

- Visualization: Bar Graph.



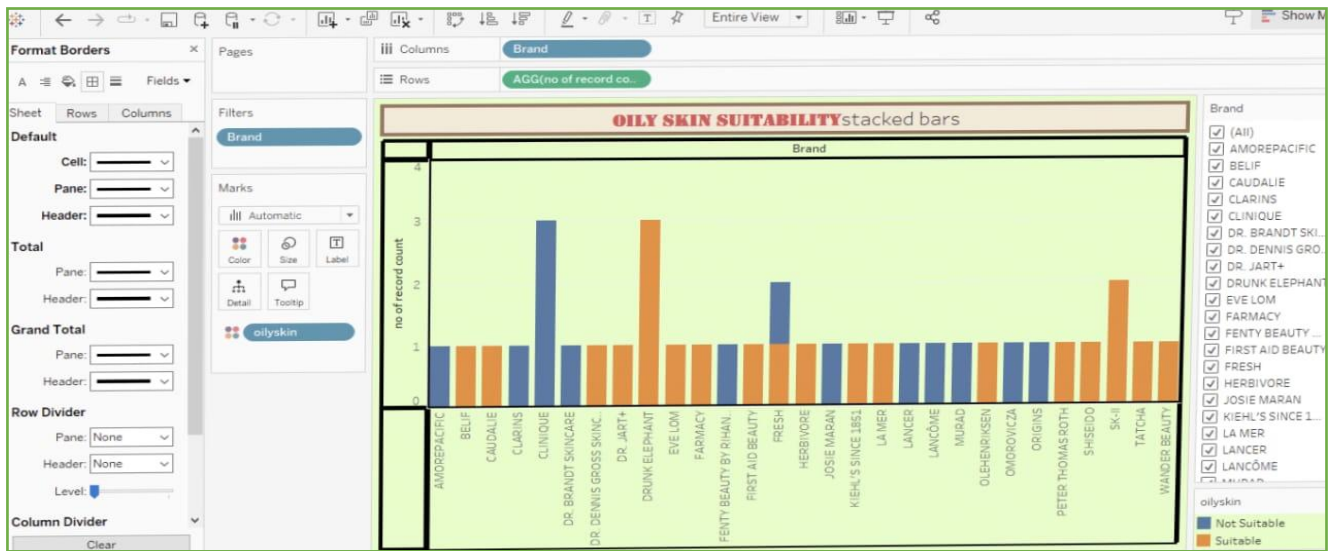
5. What factors contribute to a brand's high ranking?

- Visualization: Pie chart.



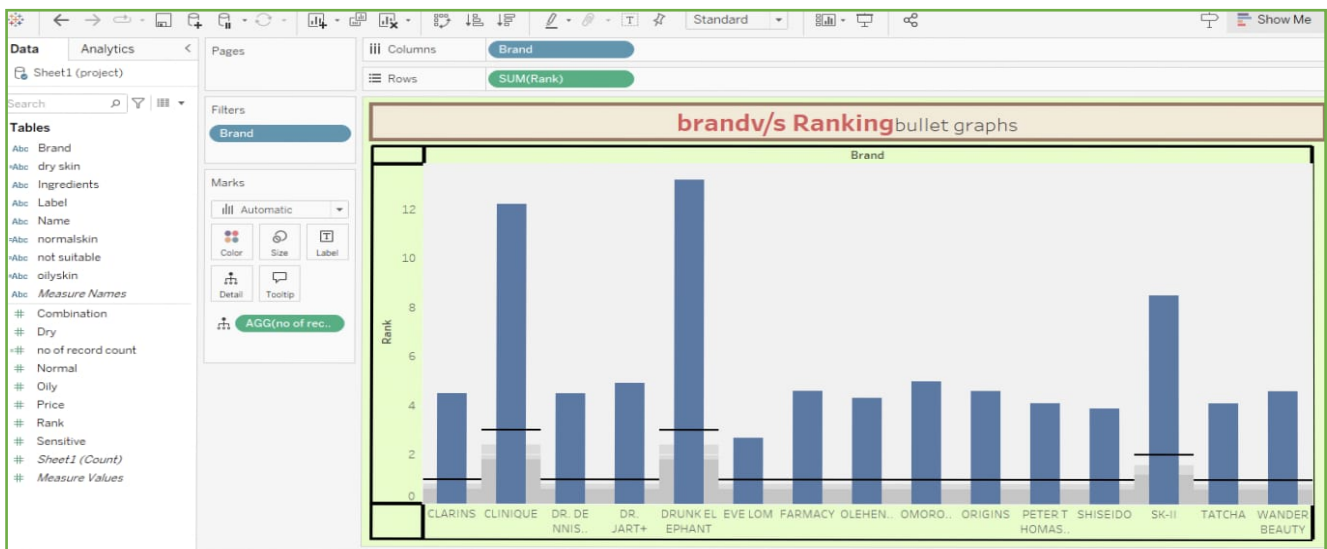
6. Which brands have the highest number of products NOT suitable for oily skin?

- Visualization: Stacked Bars.



7. How does the average rank of different brands compare to each other?

- Visualization: Stacked Bars.



8. Which skincare product category has the highest average rank and how does it compare to other categories?

- Visualization: Horizontal bar chart.

