

**Project Design Phase**  
**Proposed Solution Template**

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| Date          | 22 Jun 2025  |
| Team ID       | LTVIP2025TMID49175   |
| Project Name  | Cosmetic Insights : Navigating Cosmetics 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) | The cosmetics industry faces challenges in keeping up with rapidly changing consumer preferences, product trends, and competitive market insights. Businesses often lack real-time, data-driven tools to understand market demands, leading to missed opportunities                         |
| 2.    | Idea / Solution description              | Develop a Tableau-powered dashboard that integrates market data, social media trends, customer reviews, and sales analytics to provide actionable insights for cosmetic companies   |
| 3.    | Novelty / Uniqueness                     | Unlike traditional market research methods, this solution leverages dynamic data visualization and real-time analytics using Tableau. It combines multiple data sources, including social media APIs, e-commerce feedback, and regional trend analysis, into a unified interactive platform |
| 4.    | Social Impact / Customer Satisfaction    | By understanding consumer behavior more accurately, brands can offer products that better meet user needs and preferences. This enhances customer satisfaction and reduces product wastage, contributing to more sustainable and ethical production practices.                              |
| 5.    | Business Model (Revenue Model)           | Revenue can be generated through a subscription-based SaaS model for cosmetic companies, consultancy services for trend analysis, or customized dashboard solutions for different segments  |
| 6.    | Scalability of the Solution              | The dashboard can be scaled to other beauty and personal care categories or expanded to global markets by integrating regional datasets.  |

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|  |  | New features such as AI-based forecasting and user behavior predictions can be added over time. |
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