

Cosmetic Insights: Navigating Cosmetics

SmartInternz Data Analytics with Tableau – 2025

Team Leader : Gopi Divya Krupakar

Team member : Jidugu Mouneeswar

Team member : Lakshmanna Gari Chandra Sekhar

Team member : Poka Anjali

Project Overview

- Title: Cosmetic Insights: Navigating Cosmetics
- Goal: Help consumers make informed cosmetic product choices using data insights.
- Tools: Tableau, Excel

1_Assignments/

- Assignment 1: Basics of data analytics
- Assignment 2: Introduction to Tableau
- Assignment 3: Data-driven storytelling

2_Ideation_Phase/

- Brainstormed real-world cosmetic buying issues.
- Created Empathy Map.
- Final Problem: 'How can we help cosmetic buyers choose smarter through data insights?'

3_Requirement_Analysis/

- Customer Journey Map: Product search to decision.
- Data Flow: Excel → Tableau → Dashboard.
- Requirements: Clean data, interactive visuals.
- Tools: Excel & Tableau.

4_Project_Design_Phase/

- Problem-Solution Fit: Real user needs.
- Proposed Solution: Dashboard design.
- Solution Architecture: Flow of data to insights.

5_Project_Planning_Phase/

- Created timeline and milestones:
 - - Cleaning data
 - - Chart design
 - - Dashboard building
 - - Testing & Documentation
- Worked solo but stayed on track.

6_Project_Executable_Files/

- Dataset.xlsx – Product info
- Dashboard.twbx – Interactive visuals
- Screenshots – Key insights
- Tableau Public Link – Live dashboard access

Dashboard Highlights

- - Top 10 Brands
- - Highest Rated Products
- - Price Distributions
- - Category Trends
- Filters by brand, category, price.

7_Functional_Performance_Testing/

- Tested across systems:
- - Fast loading
- - Clear visuals
- - Working filters
- Results documented in PDF.

8_Doc_and_Demo/

- Final Report – Covers all phases
- Video Demo – Dashboard walkthrough
- README.md – Summary and navigation

Key Insights

- - Top-rated \neq Most expensive
- - Affordable brands also have high reviews
- - Lipsticks & foundations most common
- - Easy filtering for users

Conclusion

- Grateful to SmartInternz, Tableau, and GPREC
- Thank you for watching.