**Project Design Phase**

**Proposed Solution Template**

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| Date | 09 June 2025 |
| Team ID | LTVIP2025TMID49212 |
| 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.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Lack of an integrated and interactive platform to monitor consumer preferences, product feedback, and market trends in the cosmetics industry. |
|  | Idea / Solution description | Develop a Tableau-based dashboard that unifies data on consumer behavior, product reviews, and emerging trends—enabling real-time analytics and strategic insights for cosmetics companies. |
|  | Novelty / Uniqueness | Provides real-time, predictive, and trend-oriented insights in one place; specifically tailored for beauty industry professionals; highly visual and user-centric. |
|  | Social Impact / Customer Satisfaction | Enhances customer satisfaction through data-driven innovation; improves transparency and responsiveness to consumer needs; supports ethical and personalized product development. |
|  | Business Model (Revenue Model) | Freely accessible on Tableau Public initially; potential premium version for beauty brands with advanced analytics, predictive modeling, and competitive benchmarking. |
|  | Scalability of the Solution | Easily scalable across product lines, regions, and user groups; supports integration with APIs for live feedback, market data, and e-commerce platforms. |