

Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau

Objective:

To explore consumer behavior, product performance, and market trends in the cosmetics industry using interactive visualizations in Tableau. The project aims to support data-driven decisions for marketing, product development, and strategic planning.

Tools Used:

- Tableau (Data Visualization)
- Excel/CSV Dataset (Cosmetics sales and feedback data)
- Optional: Python (for preprocessing)

Project Approach:

1. Cleaned and standardized the cosmetics dataset, including sales, regions, categories, and customer reviews.
2. Built visual dashboards to analyze:
 - Sales performance by product and region
 - Customer sentiment based on reviews or ratings
 - Top-performing product lines and seasonal trends
 - Category-wise consumer preferences
3. Enabled filters for date, category, and region for interactive storytelling.

Key Insights:

- Skincare products lead in overall sales, followed by makeup and hair care.
- Urban regions show higher purchasing behavior than rural regions.

- Product launches in Q1 and Q4 tend to perform better due to seasonal campaigns.
- Customers aged 25-34 represent the most engaged consumer group.

Deliverables:

- Interactive Tableau dashboard with KPIs and filters
- Screenshot of dashboard visuals
- Final report summary in PDF format

Conclusion:

This project helps stakeholders in the beauty industry understand market movements and consumer preferences through visual data exploration, enabling better product positioning and promotional strategies.