**Project Design Phase**

**Proposed Solution Template**

|  |  |
| --- | --- |
| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID49346 |
| Project Name | Cosmetics Insights |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | In the dynamic and highly competitive cosmetics industry, understanding consumer preferences, product performance, and market trends is critical. However, many businesses lack a comprehensive and real-time data-driven approach to derive meaningful insights from large datasets. This project aims to address this gap by providing interactive, real-time visualizations that help in strategic planning and decision-making. |
|  | Idea / Solution description | The solution involves building an interactive dashboard using Tableau to visualize e-commerce cosmetics data. The dashboard highlights product trends by category and subcategory, brand popularity, regional sales patterns, and platform-wise performance. Features like total sales, ratings, and website usage distribution allow stakeholders to track changes, identify patterns, and respond proactively. Scenarios such as consumer preference shifts, product concerns, and trend predictions are handled with real-time analytics, ensuring timely interventions. |
|  | Novelty / Uniqueness | This solution uniquely combines Tableau's visual analytics with a focused domain-specific (cosmetics) dataset. It introduces real-time alert capabilities, predictive trend forecasting, and cross-platform insights, making it more than just a static dashboard. Its focus on subcategory granularity (e.g., lipstick vs. serum) and platform-specific sales gives deep business-level insights that are uncommon in typical dashboards. |
|  | Social Impact / Customer Satisfaction | By enabling companies to detect consumer dissatisfaction early, track trends, and recall harmful products quickly, the solution directly contributes to improved consumer trust and safety. It also facilitates customer-centric innovation, ensuring products align with real needs and preferences, resulting in higher satisfaction and loyalty. |
|  | Business Model (Revenue Model) | The solution can be monetized through SaaS-based subscriptions offered to cosmetics brands, e-commerce platforms, and market research firms. Additional revenue can come from custom dashboard development, consulting services, and selling industry insights reports generated from aggregated data. |
|  | Scalability of the Solution | The dashboard is designed to be scalable across industries and regions. It can integrate with various data sources, adapt to different product domains (like skincare, haircare, etc.), and scale to accommodate new platforms or countries. Predictive modules can be enhanced with machine learning models for even deeper insights. |