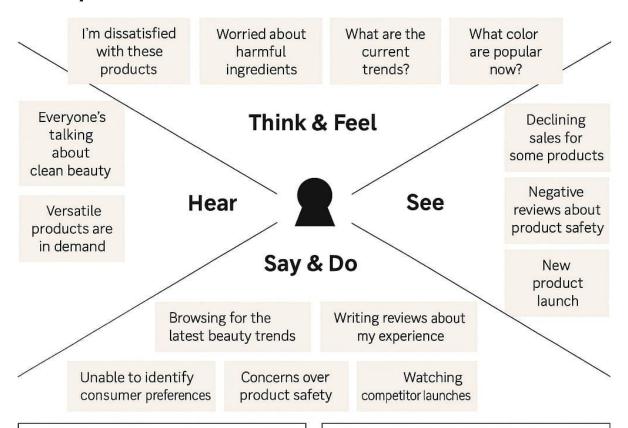
Ideation Phase

Empathize & Discover

Date	22 June 2025
Team ID	LTVIP2025TMID48676
Project Name	Cosmetic Insights
Maximum Marks	4 Marks

Example: Cosmetics Data Visualization



Pain Unable to identify consumer preferences Difficulty in tracking market trends Concerns over product safety Difficulty in market trends

Gain	
Deeper understanding of consumer bchavior	Deeper understanding of consumer behavior