

## Project Design Phase

### Proposed Solution Template

Date	24 June 2025
Team ID	LTVIP2025TMID48676
Project Name	Cosmetic Insights
Maximum Marks	2 Marks

#### Proposed Solution Template:

S.No	Parameter	Description
1	Problem Statement (Problem to be solved)	Cosmetics companies lack a centralized, real-time platform to analyze consumer preferences, product performance, and market trends, leading to delayed decisions and missed opportunities.
2	Idea / Solution description	Cosmetic Insights is a Tableau-powered dashboard solution that provides interactive, real-time analytics on customer behavior, product feedback, and industry trends, helping businesses make informed decisions.
3	Novelty / Uniqueness	Unlike traditional BI tools, this solution combines consumer sentiment, product sales, and predictive analysis into a single visualization platform tailored specifically for the cosmetics industry.
4	Social Impact / Customer Satisfaction	By understanding and responding to consumer preferences swiftly, brands can improve product offerings, address safety concerns early, and enhance customer satisfaction and trust.
5	Business Model (Revenue Model)	Subscription-based model for cosmetics companies, offering tiered pricing based on data volume, dashboard features,

		and number of users; optional add-ons include competitor analysis modules.
6	Scalability of the Solution	Highly scalable — can be expanded across brands, regions, and product categories. New data sources and user-specific modules can be integrated easily as the business grows.