

Video Demo Link: <https://drive.google.com/drive/folders/1sOc-njuhflkNIgN2We9eRdHs-fZCIJ08>

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PROJECT TITLE:

Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau.

PROBLEM STATEMENT:

"Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau" is an innovative project aimed at revolutionizing how cosmetics data is visualized and utilized to drive informed decision-making and enhance brand success in the beauty industry. In today's competitive cosmetics market, having access to comprehensive insights into consumer preferences, product efficacy, and market dynamics is crucial to empower stakeholders with actionable information.

This project seeks to create a dynamic and intuitive platform using Tableau, where data from various aspects of consumer behavior, product performance, and market trends can be transformed into interactive visualizations and insightful analytics. By leveraging Tableau's capabilities effectively, the "Cosmetic Insights" project aims to empower cosmetics companies with actionable insights, foster data-driven decision-making, and drive business growth by facilitating a deeper understanding of consumer dynamics and promoting evidence-based marketing strategies.