

1. Customer Journey Map

This map represents how a product strategist or analyst interacts with the iRevolution dashboard from need to insight.

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Want cosmetic market trends	Searches online or internal reports	Emails, Files, Market PDFs	Data is scattered	Centralized Tableau dashboard entry point
Explore	Needs regional and category insights	Browses charts manually	Excel, BI Tools, Spreadsheets	Manual comparisons take time	Tableau dashboard with interactive filters
Engage	Want to compare product types and pricing	Tries to create custom graphs	Excel formulas, BI exports	Lacks interactivity	Pre-built Tableau dashboards for price vs product specs
Decide	Prepares visual presentation for leadership	Screenshots static graphs	PowerPoint, Reports	Poor storytelling and static visuals	Use Tableau story points with interactive captions