Project Design Phase
Problem – Solution Fit

Date	27 June 2025
Team ID	LTVIP2025TMID52193
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Problem – Solution Fit:

Cosmetic Insights with Tableau

1. Target Customer Segment:
Cosmetic brands, marketing analysts, and product development teams seeking to understand evolving beauty trends and consumer behavior.

2. Problem Statement:
Cosmetic companies struggle to keep up with rapidly shifting consumer preferences, fragmented data sources (social media, sales, reviews), and the lack of real-time, actionable insights to guide product innovation and marketing strategies.

3. Existing Alternatives:
Manual trend reports, basic Excel dashboards, third-party market research firms—often outdated, expensive, or lacking customization.

4. Why This Problem Matters:
Missing out on emerging trends or misreading consumer sentiment can lead to product flops, wasted marketing spend, and loss of market share in a highly competitive industry.

5. Proposed Solution:
A Tableau-powered analytics dashboard that integrates data from social media, sales platforms, and customer feedback to visualize trends, segment consumers, and track sentiment in real time.

6. Unique Value Proposition:
Empowers cosmetic brands to make data-driven decisions faster, identify niche opportunities, and tailor offerings to specific consumer segments—backed by dynamic, interactive visualizations.

7. Key Metrics for Success:

- Increase in trend adoption speed

- Improved campaign ROI

- Reduction in time spent on manual reporting

- Higher customer satisfaction and engagement

Purpose:

Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

- To utilize Tableau for visualizing and analyzing cosmetic industry data.

- To identify and track emerging beauty trends in real time.

- To understand consumer preferences, behaviors, and sentiment across demographics.

- To support data-driven decision-making for product development and marketing strategies.

- To integrate multiple data sources (e.g., sales, social media, reviews) into a unified dashboard.

- To help cosmetic brands stay competitive by responding quickly to market shifts.

- To reduce reliance on static reports and manual analysis through interactive dashboards.