

## Ideation Phase

### Define the Problem Statements

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52193
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

### Cosmetics Industry Customer Problem Statement

I am	I'm trying to	identify customer	But	Because	Which makes me
Product Strategist	Identify customer preferences	consumer needs are diverse	competition is intense	India's multifaceted population	overwhelmed
Senior Executive	differentiate our brand	sales are inconsistent	brands are constantly emerging	Frequent market fluctuations	challenged
Market Analyst	Understand market trends	It's hard to get data	It's hard to get data	purchases are often influenced by habits	uncertain

PS ID	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a product strategist	identify which cosmetic products drive customer retention in urban India	data is scattered and non-visual	there is no centralized dashboard	unsure about development and launch strategies
PS-2	a marketing lead	compare sales and trends across different cosmetics categories and regions	I can't filter or analyze by region and time accurately	reports are generic and not tailored to cosmetics	frustrated and unsure how to tailor promotions
PS-3	a senior executive	present cosmetic market growth and performance to stakeholders	reports lack compelling visuals and clear narratives	there's no story-driven, visual dashboard	disengaged and ineffective
PS-4	a market analyst	understand how factors like skin type and climate affect product preferences	I can't explore patterns or correlations easily	tools are outdated and not interactive	stuck and unable to derive insights