

Project Design Phase
Proposed Solution

Date	26 June 2025
Team ID	LTVIP2025TMID52193
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The cosmetics industry lacks a centralized, data-driven approach to understanding rapidly evolving consumer preferences, product trends, and market dynamics—leading to missed opportunities and inefficient marketing strategies.
2.	Idea / Solution Description	Cosmetic Insights is an interactive Tableau dashboard that aggregates sales data, social media trends, customer reviews, and demographic insights to help brands and retailers visualize and respond to market shifts in real time.
3.	Novelty / Uniqueness	Integrates diverse data sources—including sentiment analysis, influencer impact, and regional preferences—into a single, intuitive platform. Offers predictive analytics to forecast trends and consumer behavior.
4.	Social Impact / Customer Satisfaction	Enhances consumer satisfaction by enabling brands to tailor products and campaigns to real needs. Promotes inclusivity by highlighting underserved demographics and preferences.
5.	Business Model (Revenue Model)	B2B subscription model for cosmetic brands and retailers. Additional revenue from custom dashboard development, data consulting, and partnerships with trend forecasting agencies.
6.	Scalability of the Solution	Built using Tableau’s scalable BI infrastructure, allowing easy integration with cloud databases and APIs. Adaptable for global markets and customizable for different brand portfolios