**Project Design Phase**

**Problem – Solution Fit**

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Manual trend reports, basic Excel dashboards, third-party market research firms—often outdated, expensive, or lacking customization.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