Proposed Solution Template:

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1.	Problem Statement (Problem to be solved)	In today's rapidly growing cosmetic market, consumers struggle to identify products best suited for their unique skin types due to the overwhelming number of options, inconsistent product information, and misleading reviews. This often leads to confusion, poor product choices, and skin-related issues. There is a need for a centralized, data-driven solution that helps users compare cosmetic products effectively and choose the most suitable ones based on real consumer insights and skin compatibility.
2.	Idea / Solution description	The idea is to use Tableau to build a dashboard that visualizes cosmetic product performance and user preferences. It helps users compare products by skin type, price, and ranking. This supports smarter choices for both consumers and brands.
3.	Novelty / Uniqueness	This project is unique because it combines real cosmetic product data with interactive visualizations, helping users easily identify the best products for their skin type. Unlike static reviews, it offers dynamic, real-time insights through dashboards, making product comparison more effective and data-driven.

4.	Social Impact / Customer Satisfaction	This project empowers consumers to make informed decisions, reducing the risk of skin issues caused by unsuitable products. By offering clear, data-driven insights, it builds trust and improves overall customer satisfaction in the cosmetic buying experience.
5.	Business Model (Revenue Model)	The dashboard can be offered as a subscription-based service for cosmetic brands to analyze market trends and consumer behavior. Additional revenue can come from brand promotions, personalized product recommendations, and affiliate marketing links integrated into the dashboard. Ask ChatGPT
6.	Scalability of the Solution	The solution is highly scalable as it can be expanded to include more brands, product categories, and customer feedback over time. It can also be adapted for other industries like skincare, haircare, or personal wellness with similar data-driven dashboards.