

## IDEATION PHASE

### DEFINING THE PROBLEM STATEMENTS

#### Problem Statement

##### **Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau**

In the rapidly evolving cosmetics industry, understanding emerging trends and shifting consumer preferences is essential for brands to remain competitive and innovative. However, businesses often struggle to make data-driven decisions due to fragmented market data and lack of actionable insights. This project aims to leverage Tableau to analyze and visualize cosmetics sales, customer demographics, product performance, and market trends-providing brands with meaningful insights that guide product development, marketing strategies, and customer engagement efforts. Through interactive dashboards and visual analytics, this initiative will help stakeholders:

- Identify top-performing products and categories
- Track sales trends across time and geography
- Understand customer preferences based on age, gender, and buying behavior
- Forecast demand and highlight gaps in the market

By transforming raw data into visual stories, this solution empowers cosmetic brands to stay ahead in a consumer-driven market.

#### **PROBLEM STATEMENT**

It is challenging to obtain insights into consumer preference in the cosmetic industry.



#### **DEFINING THE PROBLEM**

Users need deeper insights into their cosmetic products to make informed purchasing decisions.



The cosmetic industry faces several key challenges related to quality, supply chain, and consumer expectations. These include maintaining consistent product quality, managing increasing costs and supply chain disruptions, and adapting to evolving consumer preferences for natural and sustainable products. Additionally, the industry grapples with issues like counterfeit products, regulatory hurdles, and the need for innovative and personalized solutions.