

## Project Design Phase

### Proposed Solution Template

Date	28 June 2025
Team ID	LTVIP2025TMID47440
Project Name	<b>Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau</b>
Maximum Marks	2 Marks

### Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The cosmetics industry lacks a centralized, data-driven approach to understand rapidly changing trends and consumer preferences. This project aims to provide valuable insights by visualizing data trends to help brands and customers make better decisions.
2.	Idea / Solution description	The project will use Tableau to visualize cosmetics trends by analysing consumer behaviour, product preferences, and market dynamics. Data from Google Drive will be cleaned, processed, and visualized to provide actionable insights.
3.	Novelty / Uniqueness	The solution is unique as it integrates real-time data visualization with easy-to-understand dashboards, making trend analysis accessible even to non-technical users. It also focuses specifically on the cosmetics industry, which is less explored in this format.
4.	Social Impact / Customer Satisfaction	The project will empower both brands and customers by providing transparency in trends, enhancing consumer satisfaction, and encouraging brands to align their products with customer needs. It promotes data-driven decision-making in the cosmetics industry.
5.	Business Model (Revenue Model)	This solution can be offered as a subscription-based dashboard service for cosmetics brands, market researchers, and retailers. Additional revenue can be generated through custom dashboards and consultancy services.
6.	Scalability of the Solution	The solution can be easily scaled by integrating more data sources, expanding to other industries like skincare, fashion, or healthcare, and by developing mobile and web-accessible dashboards for broader user access.