

## Business Question and Visualization Report

Date	22 April 2025
Team ID	LTVIP2025TMID26719
Project Name	Cosmetics Insights : Navigating cosmetic trends and consumer insights with tableau
Maximum Marks	5 Marks

Visualization development refers to the process of creating graphical representations of data to facilitate understanding, analysis, and decision-making. The goal is to transform complex datasets into visual formats that are easy to interpret, enabling users to gain insights and make informed decisions. Visualization development involves selecting appropriate visual elements, designing layouts, and using interactive features to enhance the user experience. This process is commonly associated with data visualization tools and platforms, and it plays a crucial role in business intelligence, analytics, and reporting

### Business Questions and Visualisation

The process involves defining specific business questions to guide the creation of meaningful and actionable visualizations in Tableau. Well-framed questions help in identifying key metrics, selecting relevant data, and building visualisation that provide insights.

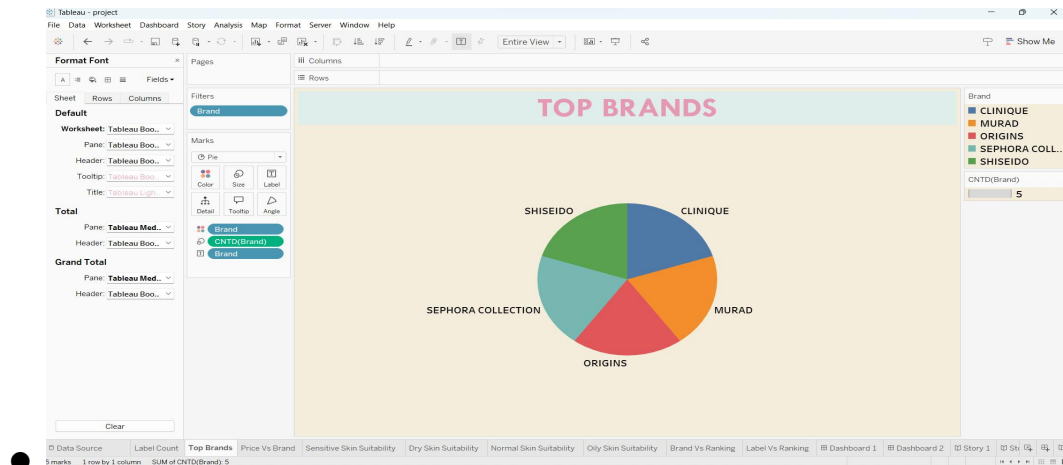
### Overview

Visualization development transforms complex cosmetic industry data into interactive and intuitive visual formats, enabling beauty brands, retailers, and marketers to **analyze trends, track consumer behavior, and make data-driven decisions**. This process involves selecting appropriate visualization techniques in Tableau to uncover actionable insights from sales, customer reviews, and social media trends.

**Note:** Min 8 business question and visualisations Required.

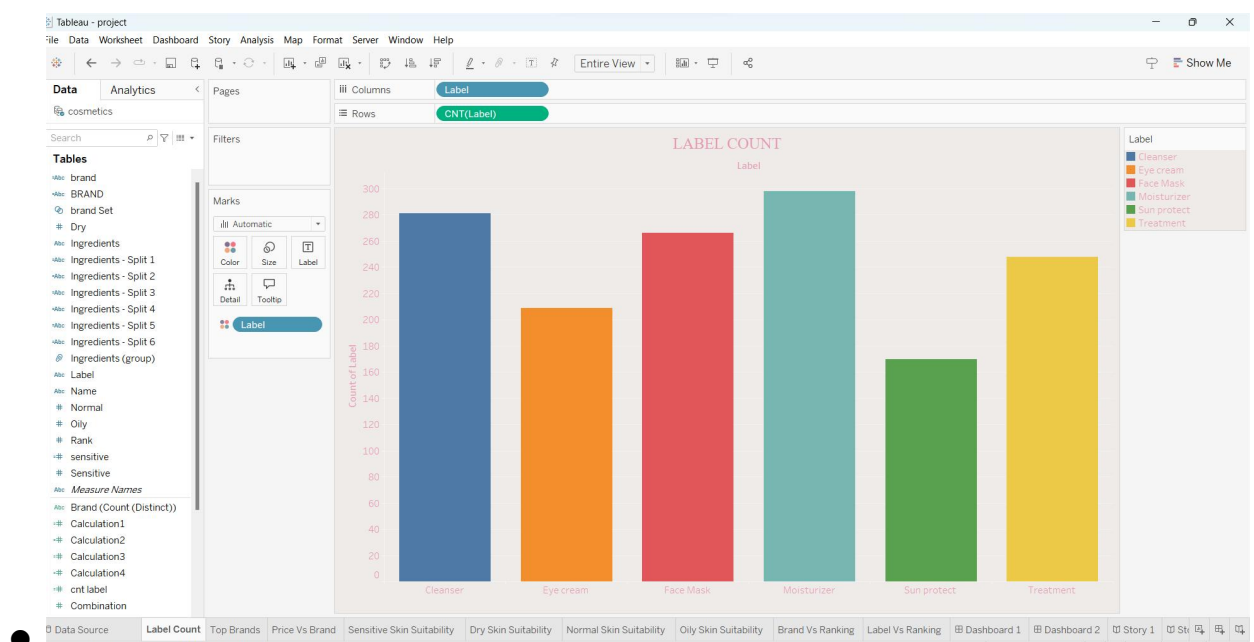
## 1.What are the top beauty brands based on market share?

- **Visualisation** : Pie Chart showing Breaks down the market share of major cosmetic brands.
- **Screenshot of Visualisation** :



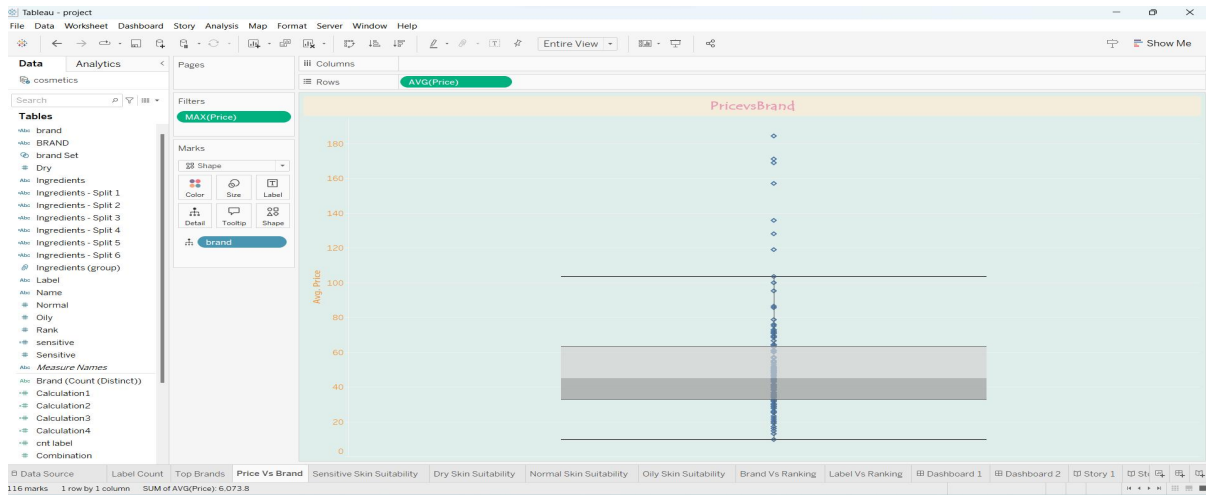
## 2.Which cosmetic products generate highest revenue?

- **Visualisation** : Bar Chart showing Compares revenue by product category (e.g., skincare, makeup, haircare).
- **Screenshot of Visualisation** :



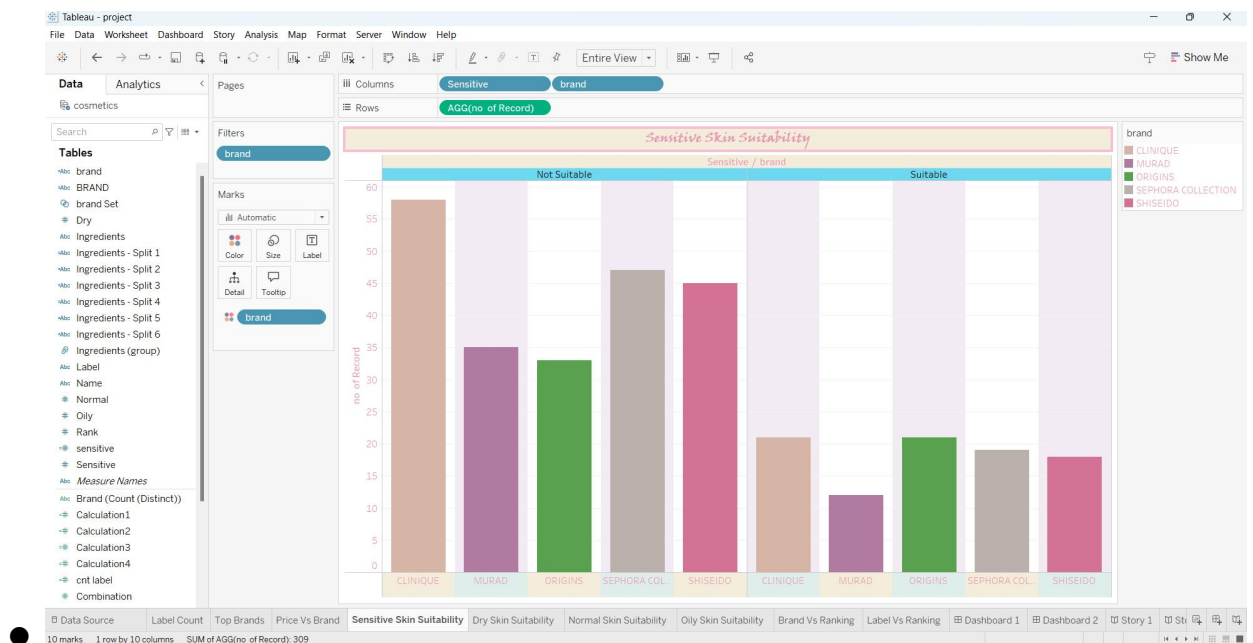
### 3. How do discount campaigns impact sales?

- **Visualisation** : Box plot showing Analyzes the effect of promotional discounts on sales trends.
- **Screenshot of Visualisation** :



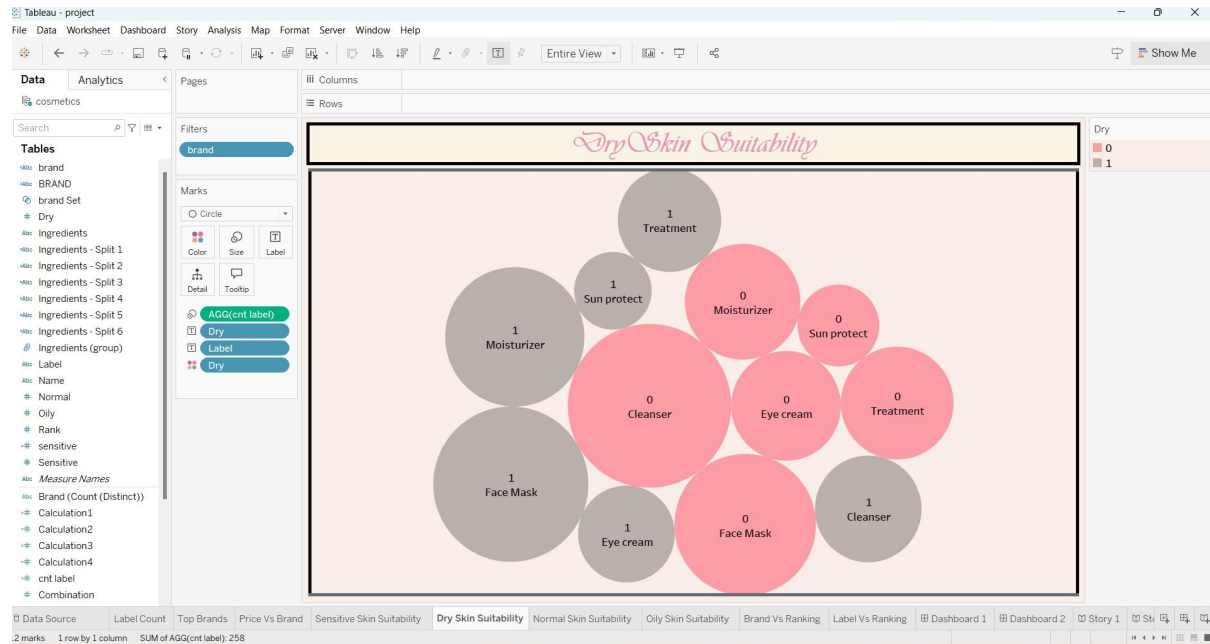
### 4. What are the brands suitable and not suitable for sensitive skin suitability?

- **Visualisation** : Side by side bar Chart showing the suitability of sensitive Skin..
- **Screenshot of Visualisation** :



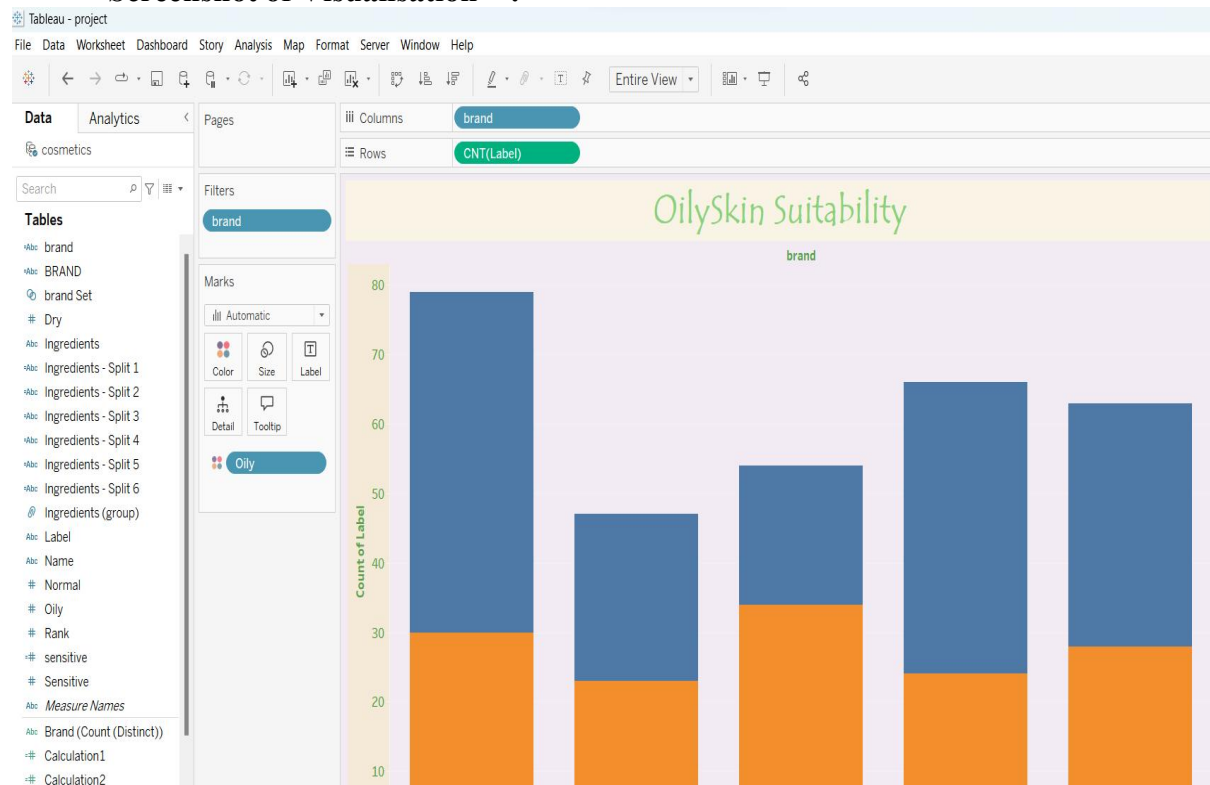
## 5.What are the products suitable for Dry skin suitability?

- **Visualisation** : Bubble Chart showing the suitability of brand product for dry Skin..
- **Screenshot of Visualisation** :



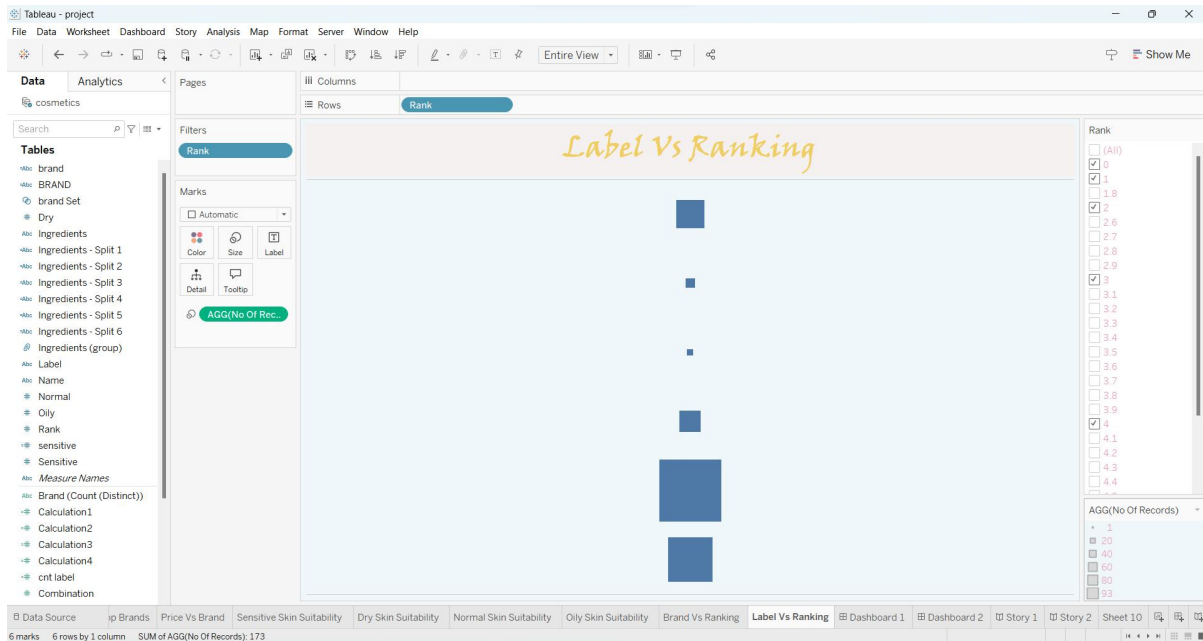
## 6.What are the brands suitable for oil skin suitability?

- **Visualisation** : Stacked bar Chart showing the suitability of brand for dry Skin..
- **Screenshot of Visualisation** :



## 7.What are the ranks given for the labels?

- **Visualisation** : Heat maps Chart showing the ranks that are given for labels..
- **Screenshot of Visualisation** :



## 8.What are brands ranks given for the labels?

- **Visualisation** : Line Chart showing the brand ranks that are given for labels..
- **Screenshot of Visualisation** :

