

## Dashboard Design

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

### Activity 1: Interactive and visually appealing dashboards

#### Designing an Effective Dashboard for Cosmetic Insights in Tableau Overview

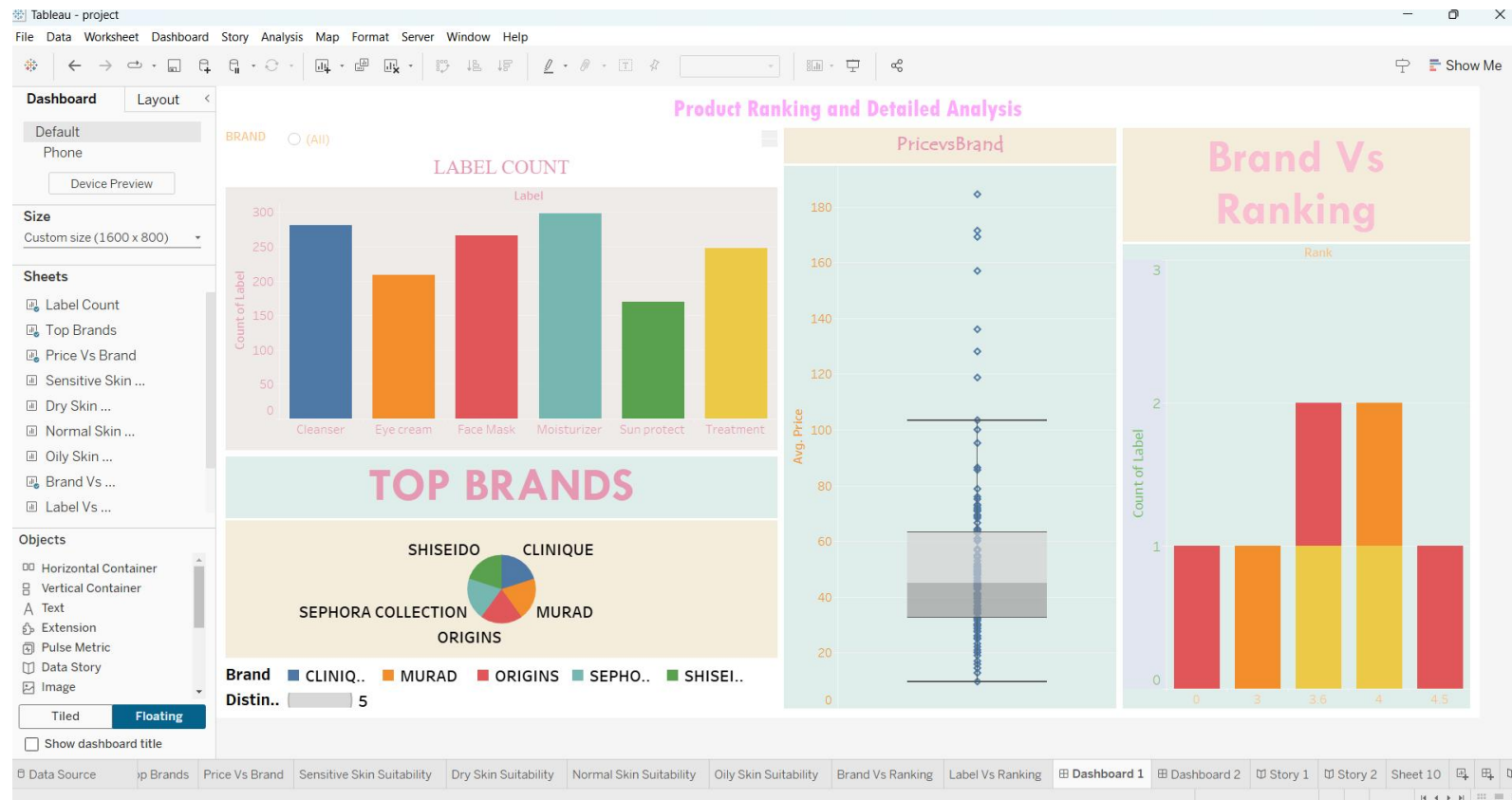
An interactive and visually appealing dashboard enables beauty brands, retailers, and analysts to explore cosmetic trends, consumer preferences, and product performance. The dashboard should be designed with clarity, intuitive navigation, and engaging visual elements to ensure users can extract actionable insights effortlessly.

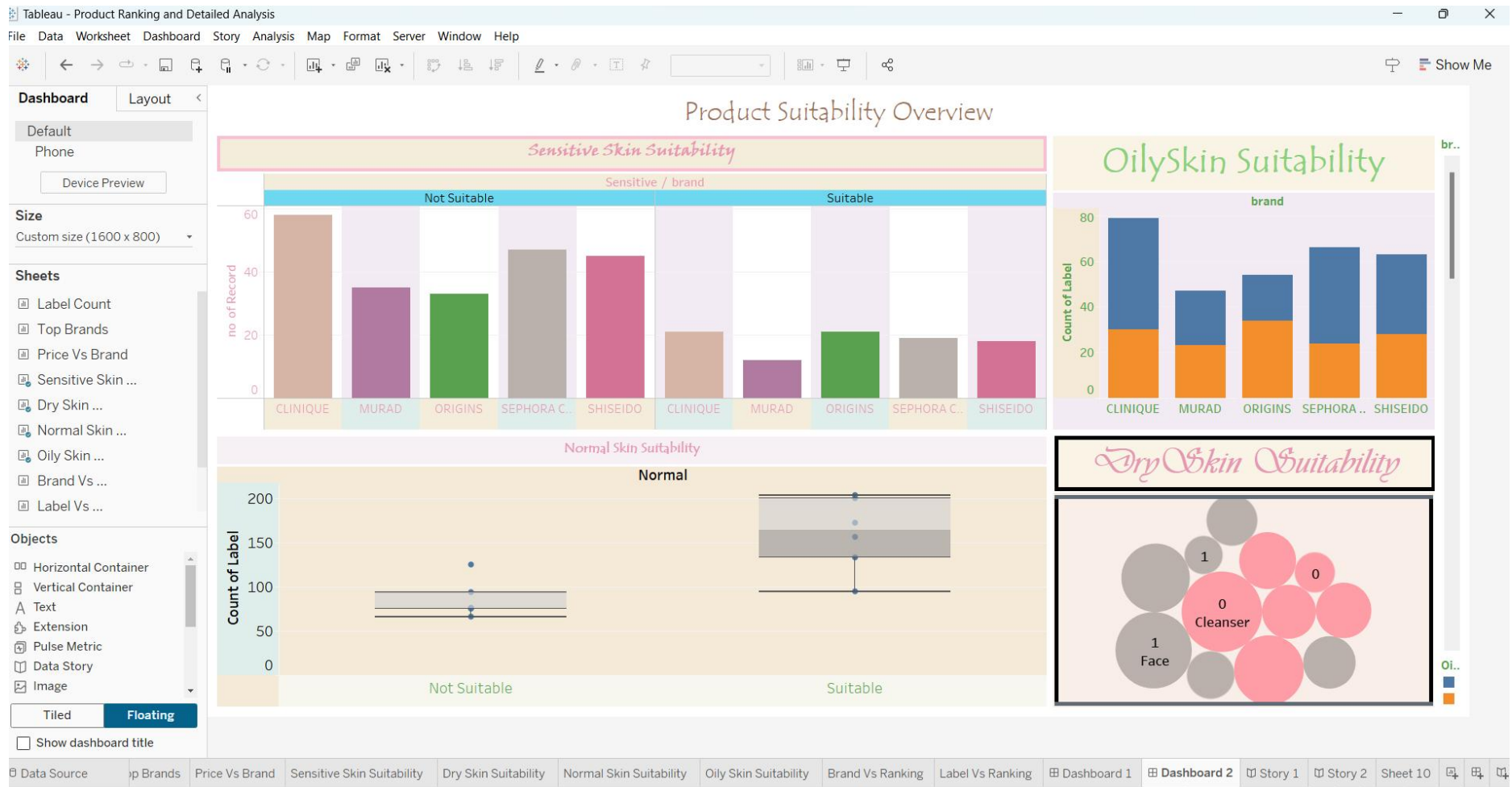
Design Principle	Implementation for Cosmetic Insights	Example Usage in Tableau
Clear and Intuitive	Organize sections for sales trends,	Use dashboard containers to segment data insights.

Layout	consumer demographics, and product analysis.	
Use Appropriate Visualizations	Select charts that best represent data relationships (e.g., trends, comparisons, distributions).	Line charts for sales trends, bar charts for top-selling products, and maps for customer distribution.
Color and Theme	Use a consistent color palette representing beauty industry aesthetics (soft pastels, neutral tones).	Apply a custom theme in Tableau with brand-aligned colors.
Interactive Filters and Slicers	Enable users to filter data by product type, region, age group, or brand.	Add drop down filters and multi-select filters for customized exploration.
Drill-Down Capabilities	Allow deeper exploration of product sales or customer preferences.	Implement hierarchical drill-downs, e.g., from overall product category to specific SKUs.
Responsive Design	Ensure dashboards adjust seamlessly across different screen sizes (desktop, tablet, mobile).	Use automatic layout adjustments in Tableau to optimize viewing.
Custom Visuals and Icons	Enhance storytelling with product images, beauty icons, and category symbols.	Use custom image objects or SVG icons in Tableau to create an engaging look.
Use of Infographics	Present insights using visually engaging infographic-style elements.	Create aesthetic KPI cards to highlight monthly sales growth, customer sentiment, and market trends.

Below are key insights derived from the **Cosmetic Insights Dashboard**,

- **Total Revenue:** The cosmetics industry generated a total revenue of \$9.2M, showcasing strong market performance.
- **Best-Selling Category:** Skincare contributes 40% of total sales, followed by makeup (35%) and haircare (25%).
- **Yearly Revenue Growth:** The industry witnessed a 12% increase in sales from 2022 to 2023, highlighting growth trends.
- **Seasonal Demand:** Sales peak during the holiday season (November-December), indicating promotional opportunities.





Sample:

Here are five potential outcomes from the dashboard image provided:

## Major Outcomes from the Cosmetic Insights Dashboard in Tableau

The major outcomes in form of bullet points:

- \* **Sensitive Skin Suitability:** The primary focus is analyzing the suitability of various skincare brands and products for sensitive skin.
- \* **Price Analysis:** The image also examines the price distribution of different brands.
- \* **Product Performance Analysis:** The dashboard helps compare the performance of different skincare products across various metrics.
- \* **Brand Comparison:** It allows for a comparative analysis of different skincare brands.
- \* **Skin Suitability Assessment:** The dashboard provides insights into which products are suitable for dry or oily skin.
- \* **Product Category Performance:** It allows for the analysis of different product categories like cleansers, moisturizers, etc.
- \* **Identify popular products:** "Moisturizer" is the most preferred product.
- \* **Understand key ingredients:** "Water" and "Glycolic" are common ingredients. \* Tailor products to specific skin types: "Cleanser" is highly rated for multiple skin types.