Project Initialization and Planning Phase

Date	17 Feb 2026
Team ID	LTVIP2026TMIDS61400
Project Title	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

Project Proposal (Proposed Solution) template:

Project Overview	
Objective	The objective is to leverage Tableau to analyze cosmetics market data, identify key trends, and gain valuable insights into consumer behaviour.
Scope	Defines the boundaries and areas of focus for this analytical project.
Problem Statement	
Description	The problem is that businesses in the cosmetics industry struggle to effectively leverage data to understand trends and consumer behaviour, hindering their ability to make informed decisions and remain competitive.
Impact	The impact is to transform a cosmetics business from relying on assumptions to making data-driven decisions, leading to increased efficiency, profitability, and customer satisfaction.
Proposed Solution	
Approach	The approach involves a systematic process of gathering, cleaning, analyzing, and visualizing data using Tableau to uncover actionable insights into cosmetic trends and consumer behaviour.
Key Features	The key features of a well-defined problem statement for "Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights": Relevance, Specificity, Impact-Oriented, Data-Focused etc…

Resource Requirements

Storage	Disk space for data,	1 TB SSD
Software		
Frameworks	Python frameworks	Flask
Libraries	Additional libraries	scikit-learn, pandas, numpy
Development Environment	IDE, version control	Jupyter Notebook, Git
Data		
Data	online, 1.3MB, Excel	Kaggle dataset
Resource Type	**Description**	**Specification/Allocation**
Hardware		
Computing Resources	Laptop	e.g., 2 x NVIDIA V100 GPUs
Memory	RAM specifications	16.0 GB (15.7 GB usable)