

Data Collection and Preprocessing Phase

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| Date | 11 Feb 2026 |
| Team ID | LTVIP2026TMIDS61400 |
| Project Title | Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 2 Marks |

Data Collection Plan Template:

| Section | Description |
|-----------------------------|---|
| Project Overview | This dataset represents a collection of skincare products, including moisturizers, cleansers, treatments, face masks, eye creams, and sun protection. Each product is characterized by its brand name, price, user rating (Ranking), key ingredients (Ingred Combination), and suitability for different skin types (Dry, Normal, Oily, Sensitive). To develop an interactive Tableau dashboard that provides actionable insights into cosmetic trends and consumer behavior, enabling businesses to make informed decisions regarding product development, marketing strategies, and sales optimization. |
| Data Collection Plan | The Data is collected from the "KANGGLE". Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau. LINK https://www.kaggle.com/datasets/kingabzpro/cosmetics-datasets |
| Raw Data Sources Identified | By gathering and integrating these raw data sources, you'll have a comprehensive foundation for building insightful Tableau dashboards that reveal cosmetics trends and consumer behaviors. This raw data potential sources contain Sales & Transactional Data, E-commerce Platforms, Distributor/Wholesale Data, Customer Demographics & Behavior, Social Media Analytics, Market Research Surveys, Product & Inventory Data, External Market Data etc.. |

Raw Data Sources Template

| Source Name | Description | Location/URL | Format | Size | Access Permissions |
|-------------|-------------|--------------|--------|------|--------------------|
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|--|---|---------------------------------|-----|-------|--------|
| Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau. | This dataset contains 185 brands, 6 labels, and provides a rich foundation for exploring skincare product characteristics and consumer preferences. | Link of Dataset | CSV | 13 MB | Public |
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