

### **Project Initialization and Planning Phase:**

Date	15 Feb 2026
Team ID	LTVIP2026TMIDS61400
Project Name	<b>Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau</b>
Maximum Marks	3 Marks

### **Define Problem Statements (Customer Problem Statement Template):**

#### **Problem Statement -1**

**Customer Problem Statement Template**

I am	I'm trying to	But	Because	Which makes me feel
As a consumer	I struggle to keep up with rapidly changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused

#### **Problem Statement -2**

**Customer Problem Statement Template**

I am	I'm trying to	But	Because	Which makes me feel
As a consumer	Lack of personalized cosmetic recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trial-and-error approach that's both costly and time-consuming.	I'm frustrated

### Problem Statement-3

#### Customer Problem Statement Template



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a consumer	I struggle to keep up with rapidly changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused.
PS-2	As a consumer	Lack of personalized cosmetic Recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trial-and-error approach that's both costly and time consuming.	I'm frustrated
Ps-3	As a consumer	I struggle to find Reliable information About ingredient Safey.	As someone With sensitive Skin.	I'm constantly Worried about Allergic reactions to new cosmetic products.	Struggle.