Ideation Phase

Brainstorm & Idea Prioritization Template:-

Date	17 June 2025
Team ID	LTVIP2025TMID48889
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Problem: Understanding how cosmetic brands and products perform across pricing, skin-type suitability, and popularity using Tableau visualizations.

Step 2: Brainstorming, Idea Listing and Grouping:

Idea	Group
Show total products per label	Category Overview
Compare average price by brand	Brand Analysis
Use pie chart for top brands	Brand Performance
Analyze skin suitability across dry/oily/normal/sensitive	Suitability Analysis
Word cloud for top ingredients	Ingredient Trends
Filters for skin type and brand	Interactivity
Publish dashboards to Tableau Public	Deployment

Step 3: Idea Prioritization:

Idea	Feasibilty	Impact	Priority
Suitability per skin type	High	High	High
Brand vs Rank	High	High	High
Label Count & Label vs Rank	High	Medium	High
Word Cloud of Ingredients	Medium	Medium	Medium
Filters(skin type, label,brand)	High	High	High
Public dashboard to Tableau Public	High	Medium	Medium