Ideation Phase

Define the Problem Statements

Date	17 June 2025
Team ID	LTVIP2025TMID48889
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a skincare enthusiast	find trending but affordable cosmetic products that suit my skin type	the market has too many products with confusing claims	there's no centralized data that shows real consumer insights or trend patterns	overwhelmed and unsure about what to buy
PS-2	a cosmetic brand marketer	understand customer preferences and emerging beauty trends	traditional surveys and social media tracking give incomplete or biased results	hey lack realtime, datadriven visual insights	frustrated and uncertain while planning product campaigns

Customer Problem Statement Template for Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau:-

Example:- Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

I am	A 22-year-old college student who loves skincare and is active on Instagram, follows beauty influencers, and frequently shops online
I'm trying to	Discover trendy but affordable cosmetic products that match my oily skin type and are actually effective
but	There are too many products with similar claims and it's hard to trust which one is best for me
which makes me feel	Confused, overwhelmed, and worried I'll waste money on something that won't work for me