

Ideation Phase

Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID47245
Project Name	Cosmetic Insights: Navigation cosmetics trends and consumer insights using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

WHO are we empathizing with?

Primary Users:

- Cosmetic brand managers
- Marketing analysts
- Product developers in the beauty industry
- Retailers selling cosmetics
- Skincare and beauty influencers
- Consumers curious about trends

Key Stakeholders:

- Data analysts using Tableau
- Business decision-makers
- Sales teams
- Marketing teams

What do they NEED TO DO?

- Understand emerging cosmetic trends quickly.
- Visualize complex consumer data in an easy, interactive way.
- Identify top-performing brands and products.
- Analyze consumer preferences (e.g., suitability for skin types).
- Track how labels and rankings affect buying decisions.
- Make data-driven product development and marketing strategies.

What do they SEE?

- Vast amounts of scattered cosmetic sales and feedback data.
- Fragmented or outdated reports.
- Competitors leveraging data visualization tools.
- New trends constantly changing (K-beauty, clean beauty, vegan, etc.).

- Shifts in consumer behavior post-pandemic.
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What do they SAY?

- *"We need clear dashboards to track market trends."*
 - *"It's hard to make sense of raw data."*
 - *"We want to know what consumers really care about."*
 - *"We need to justify decisions with solid insights."*
 - *"We'd like to see visual stories, not just spreadsheets."*
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What do they DO?

- Collect and store large datasets.
 - Create basic charts and reports in Excel or older tools.
 - Manually prepare presentations for stakeholders.
 - Spend a lot of time cleaning and merging data.
 - Rely on intuition when insights are unclear.
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What do they HEAR?

- From leadership: *"Bring innovative, data-backed recommendations."*
 - From industry: *"Visualization is key to competitive advantage."*
 - From peers: *"Better dashboards save us time."*
 - From consumers: *"We want transparency and personalization."*
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PAINS

- Time-consuming data cleaning and reporting.
 - Lack of user-friendly, interactive visuals.
 - Difficulty understanding consumer segmentation.
 - Missed opportunities due to delayed insights.
 - Inability to clearly present data to non-technical stakeholders.
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GAINS

- Easy-to-use Tableau dashboards to explore trends interactively.
 - Faster, clearer decision-making.
 - Better targeting of marketing campaigns.
 - More innovative, consumer-driven product lines.
 - Increased competitiveness in the cosmetic market.
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Solution Statement

“Cosmetic Insights” empowers cosmetic brands and analysts to explore, visualize, and understand cosmetic trends and consumer preferences using Tableau — turning scattered data into actionable insights for better products and smarter marketing.”

Example:

