

Cosmetic Insights: Tableau Dashboard Design

Dashboard 1: Total Sales by Brand

Chart Type: Bar chart

Purpose: Shows total units sold per brand, highlighting best-performing brands.

Filters: Date Range, Category

Dashboard 2: Sentiment vs Price

Chart Type: Scatter plot

Purpose: Compares sentiment score to product price to assess whether premium products are better received.

Filters: Brand, Category

Dashboard 3: Units Sold Over Time

Chart Type: Line chart

Purpose: Shows daily units sold, revealing trends and seasonal patterns.

Filters: Brand, Product

Dashboard 4: Top Reviewed Products

Chart Type: Table/Bar chart

Purpose: Displays products with the highest average ratings, optionally showing the number of reviews.

Global Dashboard Filters:

- Brand selector
- Category selector
- Price range slider
- Date filter

Tableau Story Points:

- Introduction: Product & brand overview
- Consumer Preferences: Ratings and sentiment
- Trends: Based on sales and keywords

- Strategy: Product/marketing recommendations

Embed in Web App:

Use Tableau Public/Server and embed via `<iframe>` inside Flask's index.html.