

Project Design Phase
Proposed Solution

Date	28 June 2025
Team ID	LTVIP2025TMID48549
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Cosmetic brands lack real-time, actionable insights into consumer behavior, regional product performance, and market trends, leading to delayed decisions and missed opportunities.
2.	Idea / Solution description	A Tableau-based dashboard that visualizes sales data, consumer demographics, product sentiment, and trends to enable data-driven decisions in real time.
3.	Novelty / Uniqueness	Combines multiple cosmetic industry data sources (sales, reviews, social media) into a single, interactive, filterable dashboard tailored to stakeholder needs.
4.	Social Impact / Customer Satisfaction	Enables brands to better understand and respond to consumer needs, resulting in more relevant products, quicker issue resolution, and improved satisfaction.
5.	Business Model (Revenue Model)	Freemium/Subscription model offering basic analytics for free and advanced predictive or trend analytics as premium features to cosmetic companies.
6.	Scalability of the Solution	Easily scalable across regions, brands, and product lines by integrating more data sources and expanding dashboard features using Tableau's flexible platform.