Ideation Phase
Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID48549
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Customer Problem Statement:

Cosmetic brands often struggle to keep pace with rapidly changing consumer preferences, market trends, and product performance metrics. Without clear, real-time insights into what consumers want, where demand is rising or falling, and how products are being perceived, brands risk making delayed or ineffective decisions. This lack of data-driven understanding results in missed market opportunities, low customer engagement, and reduced brand competitiveness.

Example:

A cosmetics brand launched a new matte lipstick across all cities, expecting equal demand. But while it sold well in big cities like Mumbai and Bangalore, it didn't perform in smaller towns—leading to excess stock in some places and shortages in others.

With Cosmetic Insights Dashboard: The brand could quickly spot the regional differences, adjust their stock, and create location-specific promotions to boost sales and reduce waste.

Aspect	Details
Customer Problem	Lack of real-time insights into regional consumer preferences and behavior.
Business Impact	Inventory imbalance, poor product adoption, wasted marketing budget.
Root Cause	One-size-fits-all product launch strategy without data-driven targeting.
Example Scenario	Matte lipstick sells well in metro cities but fails in tier-2 towns.