

## Ideation Phase

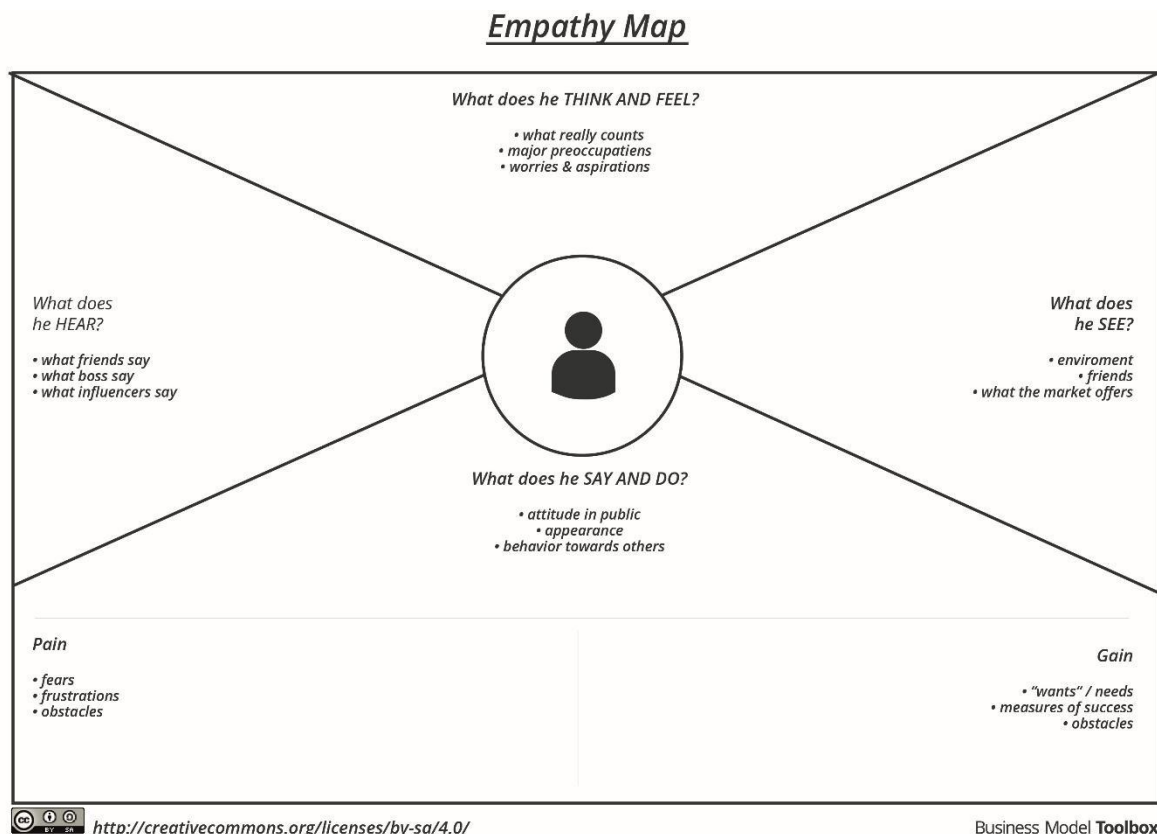
### Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID48549
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

### Empathy Map Canvas:

Cosmetic brand managers often struggle to understand shifting consumer preferences and regional product performance. They worry about missed trends and unclear product-market fit. They see scattered data across teams and slow decision-making processes. They hear customer feedback, sales alerts, and pressure from leadership to improve ROI. Their main pain points are lack of real-time insights and poor targeting. With the Cosmetic Insights dashboard in Tableau, they gain clear, actionable data to make smarter, faster decisions.

#### Example:



## Example: Purchasing a product

