

Ideation Phase

Brainstorm & Idea Prioritization

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

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Formed a collaborative team with diverse skills in data analysis and market research. Brainstormed industry challenges and identified a gap in understanding cosmetic trends and consumer behavior. Finalized a problem statement focused on using Tableau to uncover insights that drive strategic brand decisions.

Step-2: Brainstorm, Idea Listing and Grouping

Ideas include:

- Top-Selling Products by category
- Emerging Market Trends across time periods
- Consumer Purchase Behavior by age, gender, and region
- Social Media Sentiment Analysis on cosmetic brands/products
- Regional Demand Heatmap for different cosmetic categories
- Seasonal Trends
- Brand Comparison Dashboard
- Customer Reviews Analysis
- Product Launch Impact on sales and market share
- Target Audience Segmentation for personalized marketing
- Product Recommendation Trends based on consumer preferences
- Ingredients Popularity Tracking

Step-3: Idea Prioritization

Idea	Priority	Reason
Top-Selling Products by Category	High	Clear business value; easy to visualize and compare in Tableau.
Consumer Purchase Behavior	High	Crucial for marketing and segmentation; widely available data.
Market Trends Over Time	High	Time-series data helps in forecasting and strategic planning.

Seasonal Trend Analysis	Low	Niche value unless backed by strong time-tagged sales data.
Sentiment Analysis on Reviews/Social Media	Medium	Valuable but may require NLP preprocessing and external APIs.