**Ideation Phase**

**Brainstorm & Idea Prioritization**

| Date | 28 June 2025 |
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| 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 Analysison 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. |