**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. |