**Ideation Phase**

**Empathize & Discover**

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| 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:**

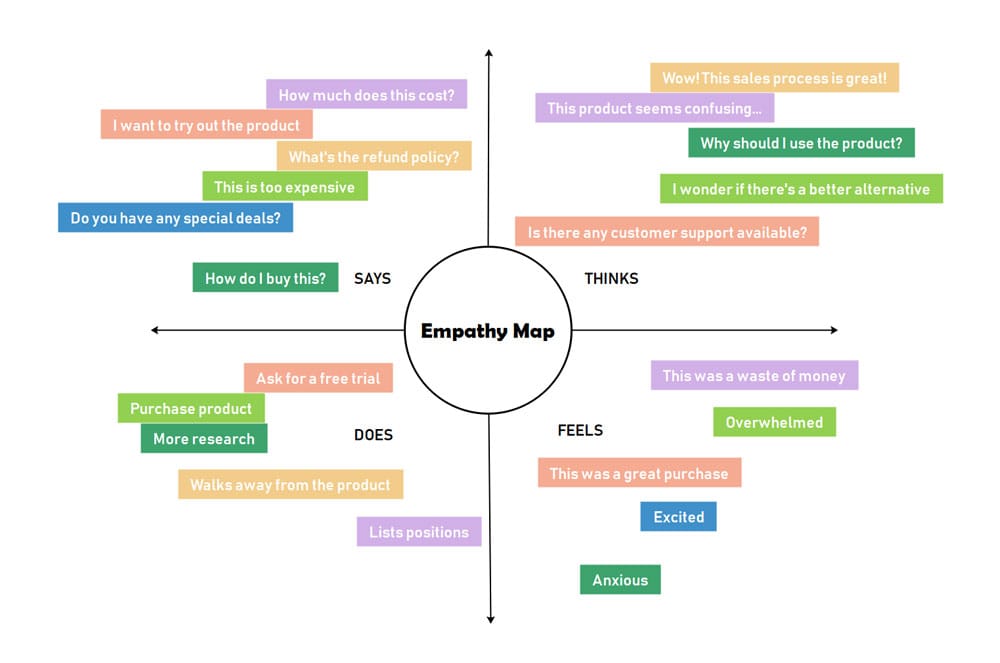
Cosmetic brand managers often struggle to understand shifting consumer preferences and regional product performance. They worry about missed trends and unclear product-market fit. They see scattered data across teams and slow decision-making processes. They hear customer feedback, sales alerts, and pressure 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:**

Diagram

Description automatically generated

**Example: Purchasing a product**

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