

COSMETIC CUSTOMER JOURNEY MAP

COSMETIC INSIGHTS - NAVIGATING COSMETICS TRENDS AND CONSUMER INSIGHTS WITH TABLEAU

ENTER: Enable analysts, marketing teams, and executives accessing, analyzing, and utilizing Tableau visualizations for cosmetic trends and consumer insights to drive strategic decisions.

Detailed Cosmetic Insights Analysis :

ENTER	ENTICE	ENGAGE	ENGAGE	EXIT	EXTEND	EXTEND	EXTENSION	
INITIAL SYSTEM GERMIN				Discover & end Insights	Core executed activities	Permit: Operation	Insights distribution	Imple tion
ACCESS TABLEAU DASHBOAR D				Review Sales & Market Data	Analyze Product Performance & Trends	Examine Consumer Demograp hics	Generate Key Insights User synthesizes data to derive actionable insights regarding consumer preferences and market shifts.	Track Mark Camp Perfo e User moni the effect s of cosm camp prom and n produ launc
USER LOGS INTO THE TABLEAU DASHBOAR D				Overview User navigates dashboar ds to understand overall product performance, market share, and sales trends.	User explores data to identify best-selling products, emerging trends, and areas for improvement.	User analyzes scenarios based on consumer age, gender, location, and purchase history.		
TO EXPLORE AND ANALYZE COSMETIC SALES, CONSUMER BEHAVIOR, AND MARKET TRENDS. THINGS: SALES DATA STREAMS, SOCIAL MEDIA SENTIMENT								
COMPETIT OR DATA FEEDS.								
ACCESS TABLEAU CASHBOAR D								
QUICKLY RETRIEVE REAL-TIME DATA ON SALES, INVENTORY , AND				Things: SKU performance by region, channel mix analysis, consumer segment deep-dives.	Things: Product lifecycle analysis, trend forecasting, category growth insights.	Things: Customer age groups, income brackets, lifestyle segmentation, loyalty tiers.	Things: Top performing ingredients, packaging preferences, brand perception insights.	Thing Camp ROI, custo acqui cost, conve rates chanr
				Understand Consumer Behavior & Preferences Help stakeholders grasp purchasin	Optimize Product Portfolio Clear visualization to identify underperforming products and areas for	Study Ingredient & Formulatio n Trends Feature analysis based on popular ingredient s,	Generate Actionable Recommendations User synthesizes insights into concrete, actionable recommendat ions for	Meas Branc Healt Custo Satisf Moni metri relate branc perce custo

<div>CUSTOMER FEEDBACK.</div> <div>HELP QUICK DECISION-MAKING ON INVENTORY</div> <div>, PRICING, AND PROMOTIONAL STRATEGIES</div>		g patterns, product preferences, and usage habits.	portfolio optimization.	formulation types, and clean beauty preferences.	product development and marketing.	loyalty over satisfaction
		Understand how product features and benefits impact consumer satisfaction and repeat purchases	Provide clear visualizations for identifying high-impact marketing initiatives and optimizing spend.	Analyze multidimensional data to uncover hidden correlations between product attributes and consumer appeal.	Deliver validated, data-driven insights to leadership for strategic decision-making.	Gain executive buy-in for driving strategic insights

Cosmetic Customer Journey Map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	Views online ad, sees social media post from influencer, hears about new product from friends.	Conducts research on ingredients, reads product reviews, compares brands and pricing online.	Adds product to cart on e-commerce site, completes purchase, visits store to buy.	Receives product, contacts customer service for usage tips, reads product documentation.	Makes another purchase, shares positive experience on social media, recommends to friends.
TOUCHPOINTS	Social media (Instagram, TikTok), influencer collaborations, online ads, beauty magazines, TV commercials.	Brand website, e-commerce platforms (Sephora, Ulta, Nykaa), beauty blogs, review sites (e.g., MakeupAlley, Influenster).	Brand e-commerce website, mobile app, physical retail store POS, beauty consultant.	Email (order confirmation, shipping updates), chatbot, brand's FAQ page, phone support, unboxing experience.	Loyalty program emails, exclusive offers, social media community groups, refer-a-friend programs, personalized recommendations.
CUSTOMER EXPERIENCE	Curious, intrigued, discovering new options.	Informed, evaluating, discerning, sometimes overwhelmed by choices.	Excited, confident, anticipating arrival of product, fulfilled.	Supported, sometimes frustrated if issues arise, seeking clarity, learning.	Delighted, advocated, connected with the brand, feeling valued, confident in product choice.

