Ideation Phase
Define the Problem Statements

Date	3 July 2025
Team ID	LTVIP2025TMID50344
Project Name	**Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau**
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: https://miro.com/templates/customer-problem-statement/

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A brand analyst at a cosmetics company.	Understand how customer preferences vary across product categories and demographic	the data is large and difficult to interpret manually	I don't have an intuitive or visual way to analyze customer behavior and trends	frustrated and unable to provide useful marketing insights
PS-2	marketing strategist at a beauty brand.	identify which cosmetic products are trending in different regions	I don't have a visual tool that consolidates consumer preferences and sales data.	The data is scattered in raw spreadsheets and lacks visual patterns	lost and unsure how to plan marketing campaigns effectively