PROJECT REPORT

Team ID	LTVIP2025TMID50344
Project Name	**Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau**

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1. 1. INTRODUCTION

1.1 Project Overview

The project titled "Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau" focuses on analyzing cosmetic product data using Tableau to discover brand performance and skin suitability trends.

The project explores:

- Product pricing patterns
- Brand rankings
- Ingredient labels
- Suitability for different skin types

Using Tableau's visualization and story features, we deliver interactive dashboards for cosmetic industrial stakeholders.

1.2 Purpose

- Identify popular cosmetic brands based on rank and label
- Analyze price variations across brands
- Determine product suitability for various skin types (Sensitive, Dry, Normal, Oily)
- Enable consumers and analysts to make informed decisions through interactive visual dashboards

2. IDEATION PHASE

2.1 Problem Statement

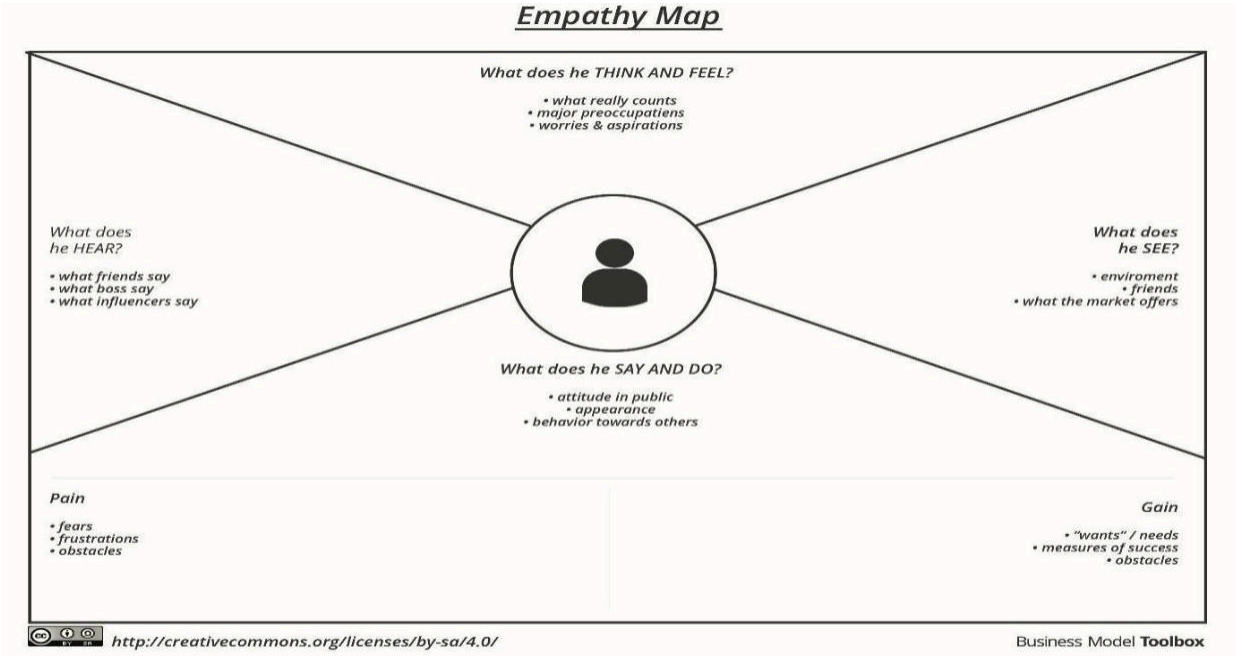
Cosmetic buyers often struggle to find products best suited for their skin type. Marketers lack insights into what ingredient labels and brand features customers prefer. There's a need for a solution that provides clear visual insights into product performance.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

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

2.2 Empathy Map Canvas

(Primary user = Real-estate analyst/ marketing executive)



Section Content

Says

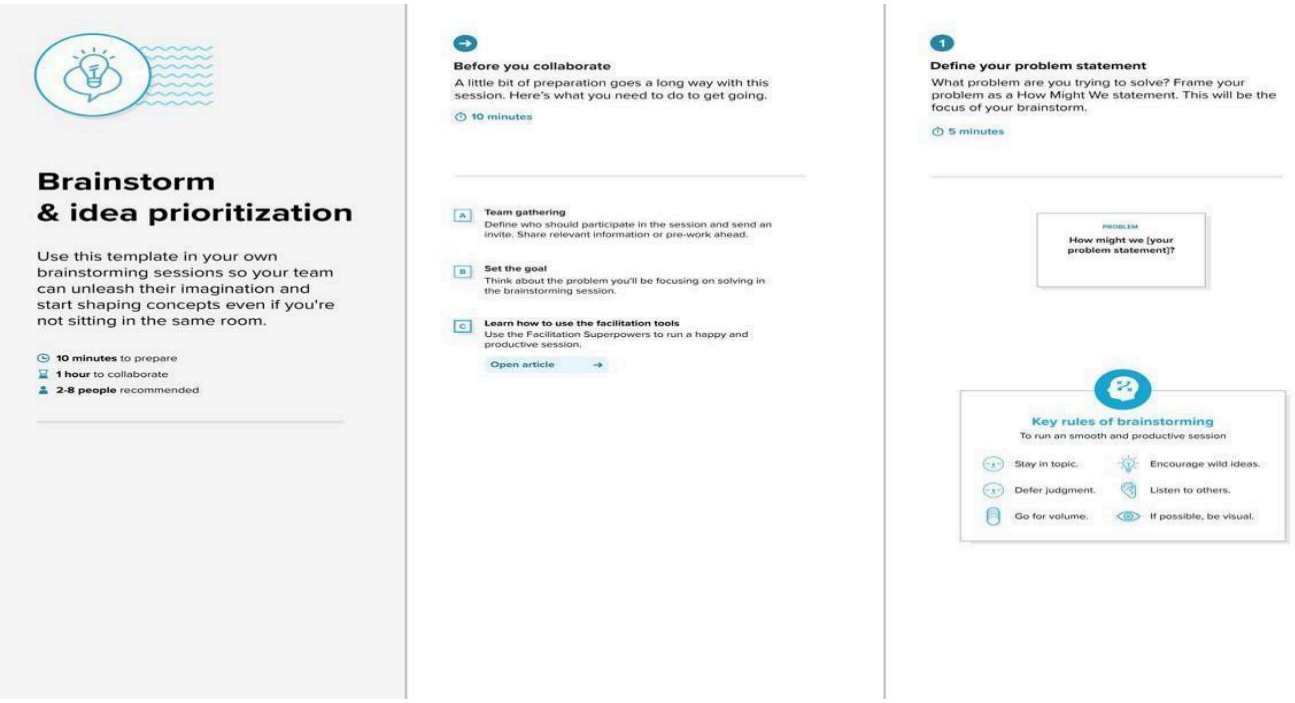
We need visual insights on which cosmetic products are trending.

I want to compare consumer preferences across age groups and regions.

Thinks	I’m not sure if our campaigns match what consumers actually want. There might be demand trends we’re not tracking properly.
Does	Uses Excel reports or sales logs to track performance manually. Spends hours reviewing product sales and feedback in raw format.
Feels	Frustrated with data overload and lack of visual tools. Wants confidence when recommending marketing plans to leadership.
Sees	Messy sales reports, CSV files, and static charts. Disjointed insights without clear consumer trends.
Hears	Leadership asking for trend-based campaigns. Marketing heads pushing for data-backed decisions.
Pains	Manual effort with low visibility into preferences Hard to present compelling reports with plain data.
Gains	Interactive Tableau dashboards that highlight preferences and performance. Improved targeting and stronger marketing RO

2.3 Brainstorming & Idea prioritization

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Step-2: Brainstorm, Idea Listing and Grouping

Raw Ideas:

- **Track most trending cosmetic products by category**
- **Show consumer preferences by age/gender/location**
- **Visualize product performance over time**
- **Compare sales by brand or product type**
- **Use pie charts for market share by brand**
- **Use bar graphs for ratings by category**
- **Dashboard with filters for product type and timeframe**
- **Explore the correlation between reviews and sales**

Grouped into Categories:

1. Product Characteristics

- Product type (lipstick, foundation, etc.)

- Brand comparison

- Rating and reviews

2. Visualization

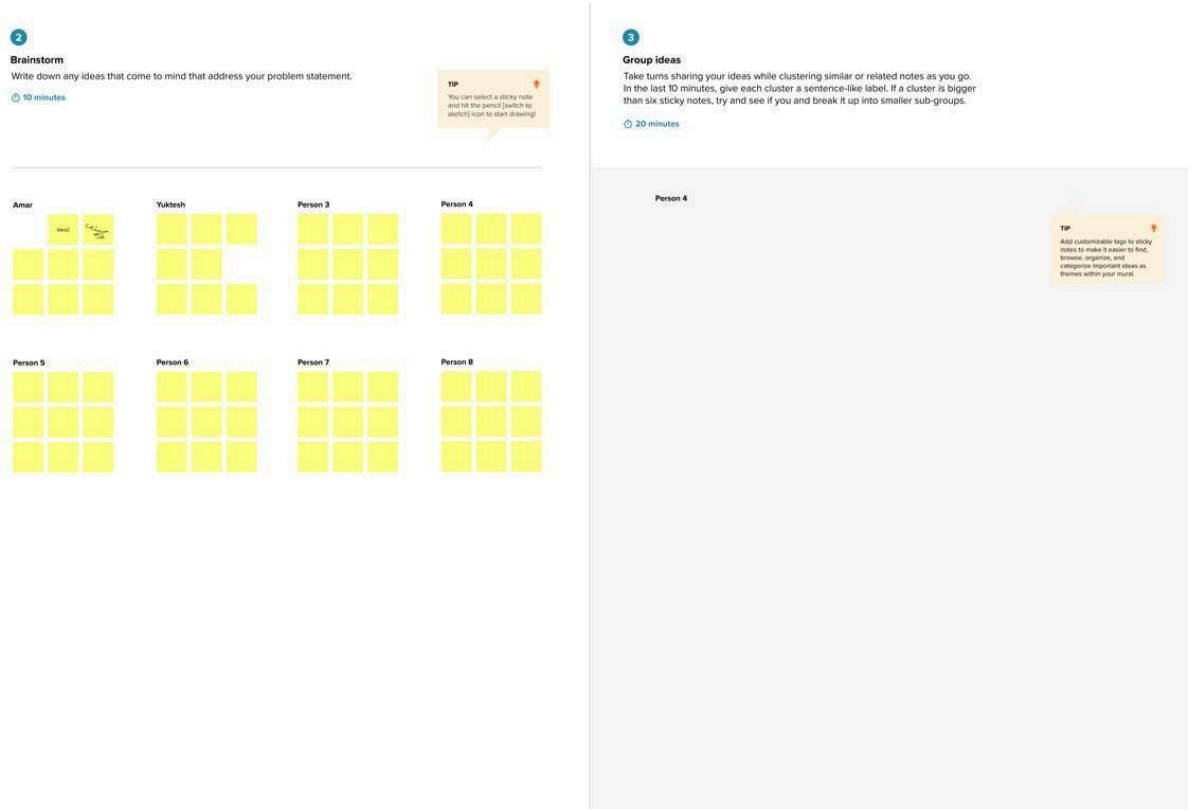
Methods: - Pie chart for market share

- Line chart for trends over time
- Bar chart for product ratings -
Dashboard with filters

3. Business Insights

- Which product types are most in demand

- Consumer preference trends over time - Brand performance comparison



Step-3: Idea Prioritization

We used a simple prioritization method based on two criteria:

- **Value to stakeholders (marketing team, analysts, product developers)**

- **Feasibility in Tableau**

Top Prioritized Ideas:

1. Dashboard visualizing product sales by category and brand

2. Consumer preference filters (age, gender, location)

3. Line chart showing product trends over time

4. Market share pie chart by brand

5. Ratings vs. sales correlation analysis

These ideas offer high-value business insights through effective and feasible visualizations using Tableau.

3. REQUIREMENT ANALYSIS

3.1 Customer Journey Map

1. User browses dataset of cosmetic products

2. Filters products based on brand, price, or skin suitability

3. Views dashboards to compare rank, label, and price

4. Makes informed product or marketing decisions

3.2 Solution Requirements

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Data Upload	Upload cosmetics dataset in CSV format
FR-2	Data Preprocessing	Clean null/missing values, standardize formats, categorize relevant variables
FR-3	Visualization	Design interactive Tableau dashboards showcasing trends, sales, consumer habits
FR-4	Filtering & Interactivity	Enable filters for year, brand, product type, skin type, etc.
FR-5	Dashboard Sharing	Publish dashboards to Tableau Public, generate and manage shareable links
FR-6	Report Generation	Export visual insights and key summaries as high-quality PDF reports

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	Dashboards must be easy to navigate and interpret for all stakeholders
NFR-2	**Security**	SecuritySecure Tableau links and anonymized dataset to protect user data
NFR-3	**Reliability**	Dashboards should load correctly without data loss or rendering issues
NFR-4	**Performance**	Dashboards should load in under 5 seconds for optimal user experience
NFR-5	**Availability**	Dashboards must be accessible online 24/7 on Tableau Public

NFR-6	**Scalability**	System should support future datasets with more years or cosmetic categories

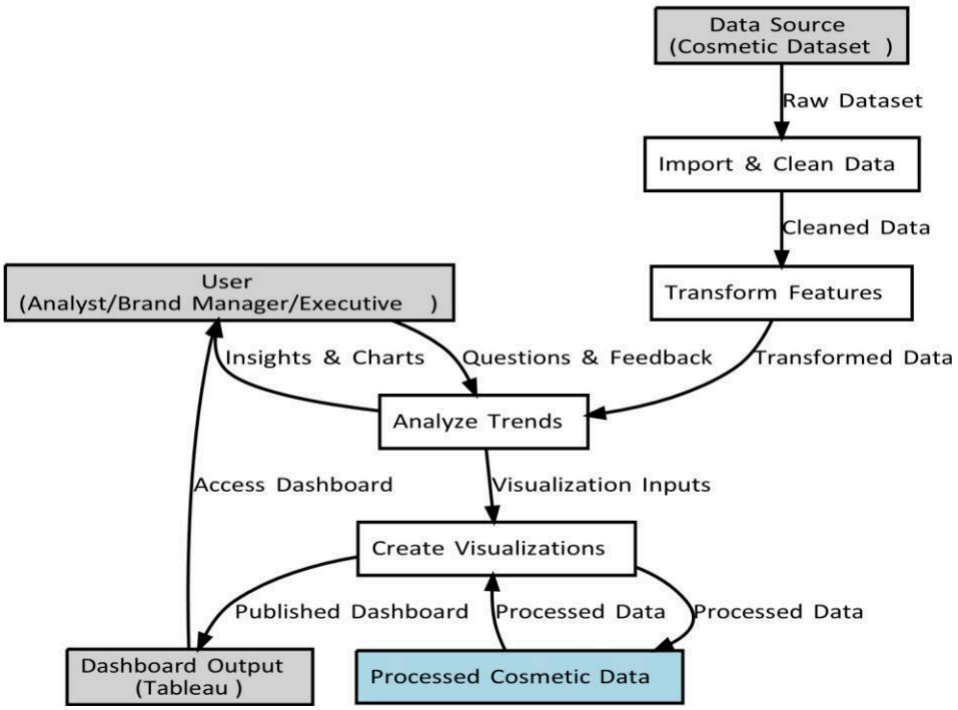
3.3 Data Flow Diagram

1. Dataset input (CSV format)
2. Preprocessing: Cleaning, calculated fields, binning
3. Visualizations: Price vs Brand, Suitability charts, Rank analysis
4. Dashboards created and published via Tableau Public
5. Users interact with visuals via filters and story views

Flow Summary:

1. Raw cosmetic dataset is imported into Tableau.
2. Columns like product sales, consumer demographics, ingredient lists, and review sentiment are processed.
3. Multiple visualizations (bar charts, line graphs for trends, pie charts for market share, treemaps for product categories) are created.
4. Dashboards are compiled and published to Tableau Public.
5. Users access dashboards for strategic decisions regarding product launches, marketing campaigns, and inventory management.

Example : DFD Level 0(Industry Standard)



Example : **Flow**

Cosmetic &Consum Data(CS	Data (option)	Tableau	Dashboards Visualizatio	End Users Brand

User Stories

User stories Table (For Tableau Dashboard Project):

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria

Analyst (Dashboard User)	View Sales & Product Performance	USN-1	As an analyst, I want to view overall sales by product category and region so I can understand top performers.	I can see KPIs like tot sales, average pric p unit, and sales by pro category in a sing overview dashboard.
Analyst (Dashboard User)	Analyze Consumer Behavior	USN-2	As an analyst, I want to compare sales based on consumer demographics (age, gender) to understand target audiences.	I can view bar charts showing sales distrib across different ag g and genders.
Marketing Manager	Understand Trend Impact	USN-3	As a marketing manager, I want to visualize emerging beauty trends (e.g., clean beauty, specific ingredients) to tailor campaigns.	I can use a trend line to see the growth or decline of specific co trends over time.
Product Development (Dashboard User)	Explore Product Features & Ingredients	USN-4	As a product developer, I want to explore product sales grouped by key ingredients or benefits (e.g., hydrating, anti-aging).	I can view a grouped chart showing sal b ingredient type ar product benefit.
Sales Executive	Identify Regional Opportunities	USN-5	As a sales executive, I want to visualize sales distribution by geographic region to identify high-growth areas.	I can see a map visualization showing performance per region/city.
Admin (Dashboard Publisher)	Public Dashboard	USN-6	As an admin, I want to upload dashboards to Tableau Public for stakeholder access.	I can publish the wor and share the Tablea Public link.
User Type	**Functional Requirement (Epic)**	**User Story Number**	**User Story / Task**	**Acceptance criteria**
Analyst (Dashboard User)	Filter Data	USN-7	As an analyst, I want to filter dashboards by time period (e.g., quarter, year) or specific product lines.	I can use filter contro dynamically adjus vi
Executive	Export Visual Reports	USN-8	As an executive, I want to download and share charts with my team for presentations.	I can export visua a images or PDFs from Tableau.

3.4 Technology Stack

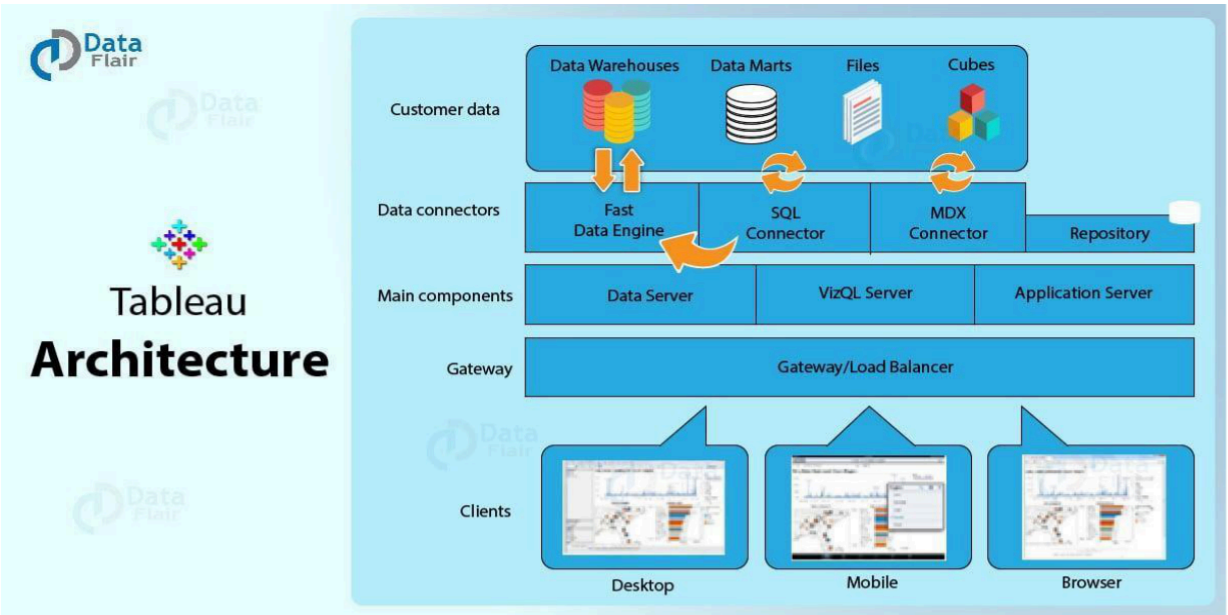
- Tool: Tableau Desktop, Tableau Public

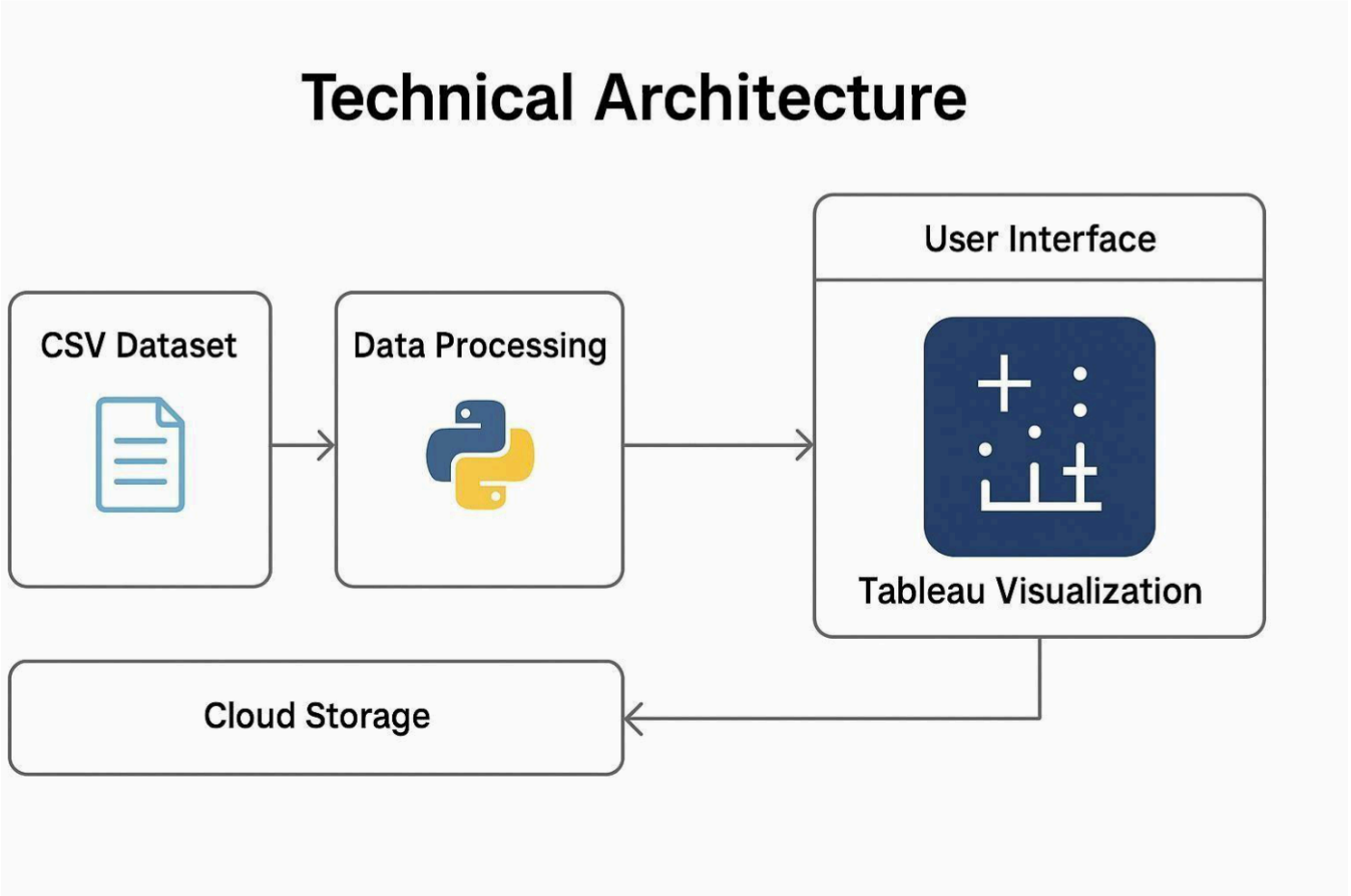
- Data Preprocessing: Excel

- Data Format: CSV

- Reporting: PDF export, screenshots

Technical architecture Overview:





Characteristics:

S.No	Characteristics	Description	Technolo g
1.	Open-Source Frameworks	List the open-source frameworks used	Python (Pa

			Public
2.	Security Implementations	List all the security / access controls implemented, use of firewalls etc.	SHA-256for IAM
3.	Scalable Architecture	Justify the scalability of architecture (3 – tier, Micro-services)	3 -Tier Arch UI)

4.	Availability	Justify the availability of application (e.g. use of load balancers, distributed servers etc.)	Tableau Pu
5.	Performance	Design consideration for the performance of the application (number of requests per sec, use of Cache, use of CDN's) etc.	Local cachi Tableau

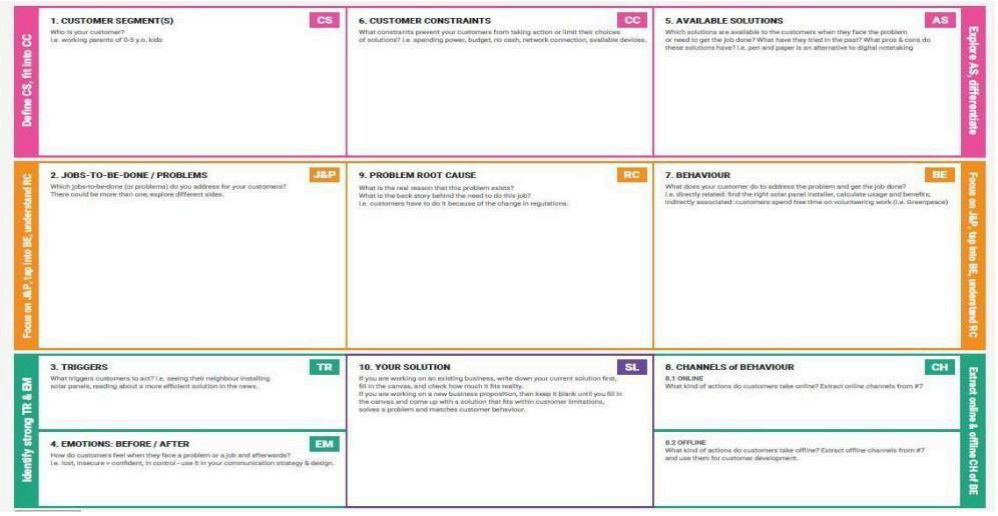
4. PROJECT DESIGN

4.1Problem-Solution Fit

Consumers need clear insights on brand suitability. Our Tableau dashboards offer visual comparisons by brand, label, and skin suitability. The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why **Purpose:**

- ❑ Solve complex problems in a way that fits the state of your customers.
- ❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ❑ **Understand the existing situation in order to improve it for your target group.**

Template:



Category	Description
Customer Segment	Cosmetic brand managers, product developers, marketing teams, trend analysts.
Key Problem(s)	Difficulty understanding fast-changing cosmetic trends, consumer

	preferences, and feedback across categories.

Why it's a problem	Leads to poor product launches, missed trends, weak marketing campaigns, and low customer satisfaction.
Existing Alternatives	Manual analysis of reviews, Excel-based reports, time-consuming surveys, inconsistent competitor research.
Your Solution	Tableau dashboards that visualize cosmetic product trends, sentiment analysis, category ratings, and price-performance comparisons.
Main Benefit	Clear, visual, and actionable insights to identify emerging trends, understand customer needs, and improve data-driven marketing and development.
Success Criteria	Better product-market fit, faster trend identification, enhanced customer engagement, and informed strategic decisions.

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4

4.2 Proposed Solution

- Import cosmetic dataset
- Clean nulls, create bins and calculated fields
- Create dashboards for brand, label, price, and suitability
- Build a Tableau Story with filters and captions
- Share dashboard via Tableau Public

S.No.	Parameter	Description
1	Problem Statement	Cosmetic brands struggle to understand fastchanging trends, consumer preferences, and sentiments. This leads to missed opportunities, poor marketing, and low customer satisfaction.

2	Idea / Solution Description	We created a Tableau dashboard that visualizes product trends, category performance, consumer reviews, and pricing patterns. It helps brands quickly understand what products and features are most appreciated.
3	Novelty / Uniqueness	The dashboard combines product ratings, review sentiment, and trend insights in one place. It's simple to use and helps teams make data-driven decisions faster.
4	Social Impact / Customer Satisfaction	Helps cosmetic brands deliver more relevant, consumer-friendly products. Enhances customer satisfaction by responding to real feedback and trends.
5	Business Model	The dashboard can be offered as an internal analytics tool for cosmetic companies or as a market research service for external clients.
6	Scalability of the Solution	The solution can be expanded to analyze new product categories, competitor data, or global trends by integrating more data sources into Tableau.

-

4.3 Solution Architecture

- Input: Cosmetic CSV file
- Processing: Excel + Tableau Desktop
- Visualization: Dashboards + Story
- Output: Tableau Public link for exploration

5. PROJECT PLANNING & SCHEDULING

Product Backlog, Sprint Schedule, and Estimation

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Poi
Sprint-1	Data Preparation	USN-1	Upload cosmetics dataset in CSV format	3
Sprint-1	Data Cleaning	USN-2	Clean and preprocess data (handle nulls, rename columns, filter dates)	4
Sprint-1	Initial Visualizations	USN-3	Create bar, pie, and donut charts for brand and category trends	5
Sprint-2	Filter Integration	USN-4	Add filters (product type, age group, location) in dashboard	4
Sprint-2	Story Creation	USN-5	Build Tableau story with scenes, titles, and captions	5
Sprint-2	Dashboard Publishing	USN-6	Publish dashboard to Tableau Public and generate access link	3
Sprint-3	Performance Testing	USN-7	Test dashboard loading and filter responsiveness	4
Sprint-3	Screenshot and Documentation	USN-8	Capture dashboard screenshots and write final insights report	4
Sprint-3	GitHub Folder Setup	USN-9	Organize files and submit using required folder structure	4
Sprint-4	Final Review	USN-10	Review and validate all content before submission	6
Sprint	**Functional Requirement (Epic)**	**User Story Number**	**User Story / Task**	**Story Poi**
Sprint-4	Video Demo	USN-11	Record Walkthrough demo of the dashboard and upload	6

Project Tracker, Velocity & Burndown Chart: (4 Marks)

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date
Sprint-1	12 sp	6 Days	24 June 2025	25 June 2025	12 sp
Sprint-2	12 sp	6 Days	26 June 2025	4 July 2025	12 sp
Sprint-3	12 sp	6 Days	02 July 2025	7 July 2025	-
Sprint-4	12 sp	6 Days	8 July 2025	13 July 2025	-

Velocity:

Imagine we have a 10-day sprint duration, and the velocity of the team is 20 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

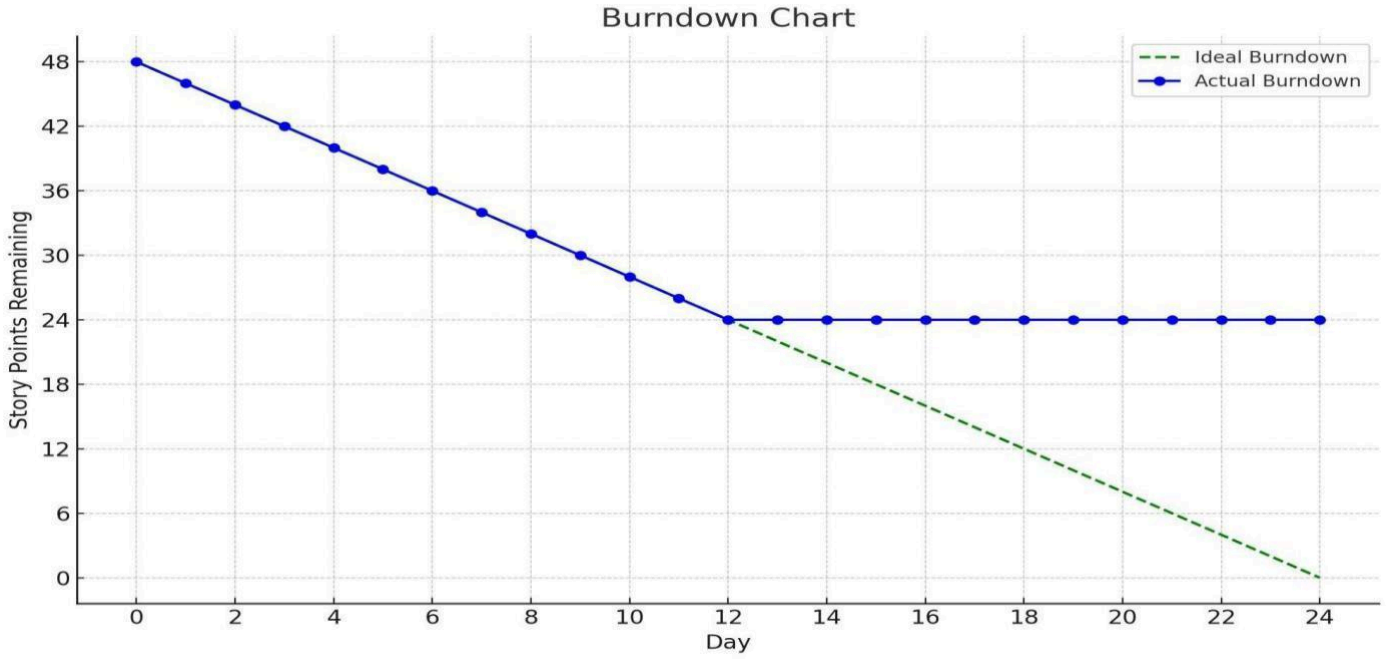
$$AV = \frac{sprint\ duration}{velocity} = \frac{20}{10} = 2$$

Average Velocity Calculation :

- Av = Total Completed Story points+ Number of Days
- AV=24 sp / 12 days = 2 sp /day

Burndown Chart:

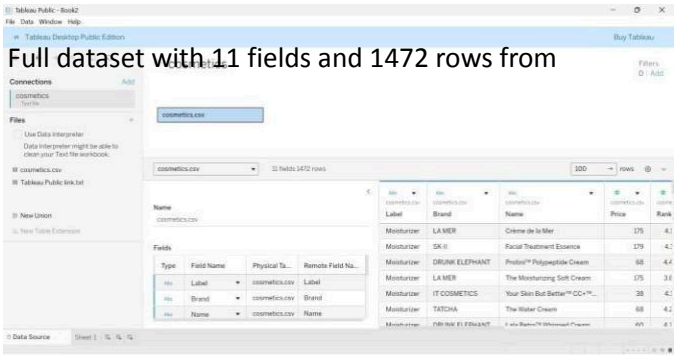
A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum.

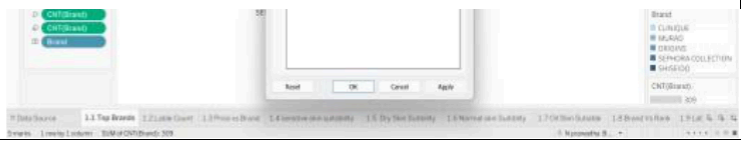


6. FUNCTIONAL AND PERFORMANCE TESTING

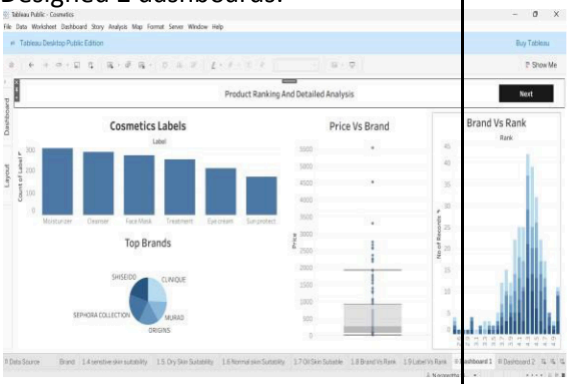
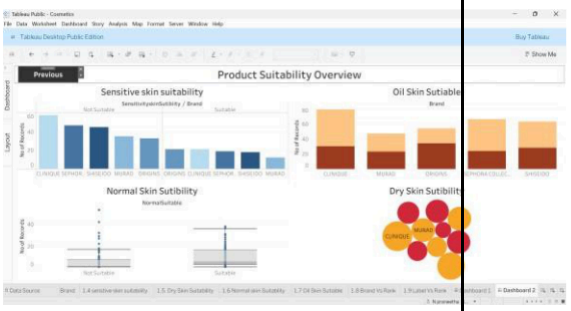
6.1 Model Performance Testing:

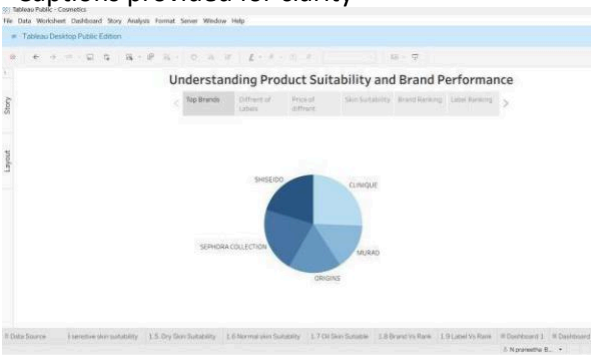
Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Full dataset with 11 fields and 1472 rows from  Cosmetics.csv

2.	Data Preprocessing	 cosmetics.csv 11 fields 1472 rows Table Details Label / Brand / Name / Price / Rank / Ingredients Moisturizer LA MER Crème de la Mer 175 4.10000 Algae (Seaweed) Extract, Min Moisturizer SK-II Facial Treatment Essence 179 4.10000 Galactomyces Ferment Filtra. Moisturizer DRUNK ELEPHANT Protini™ Polypeptide Cream 179 4.40000 Water, Dicaprylyl Carbonate,.. Moisturizer LA MER The Moisturizing Soft Cream 175 3.80000 Algae (Seaweed) Extract, Cy.. Moisturizer IT COSMETICS Your Skin But Better™ CC+™... 38 4.10000 Water, Snail Secretion Filtrat. Moisturizer TATCHA The Water Cream 68 4.20000 Water, Saccharomyces/Cam. Handled missing values, converted types , created bins
3.	Utilization of Filters	Used Top N filters (e.g., Brand filter applied in serveral visualizations). 

4.	Calculation fields Used	• Created Price Range Bins • Calculated Average Rank • Used IF conditions for skin suitability grouping

5.	Dashboard design	No of Visualizations :9 1.Top Brands 2. Label Count 3. Price vs Brand 4. Sensitive Skin Suitability 5. Dry Skin Suitability 6. Normal Skin Suitability 7. Oil Skin Suitability 8. Brand vs Rank 9. Label vs Rank Designed 2 dashboards:   Link: https://public.tableau.com/views/Cosmetics_17513898243280/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

6	Story Design	Story Title: Understanding Product Suitability and Brand Performance Slides Included: 1. Top Brands – Pie chart showing top 5 brands by product count 2. Different of Labels – Label-wise distribution 3.Price of Different – Price comparison across brands 4.Skin Suitability – Visuals for Sensitive, Dry, Normal, and Oily skin 5.Brand Ranking – Rank comparison by brand 6.Label Ranking – Rank vs Label visualization Features: • Filtered using Brand and Category • Each slide has interactive controls • Captions provided for clarity  Link: https://public.tableau.com/views/Cosmetics_17513898243280/Story1?:language=en-

US&publish=yes&:sid=&:redirect origin=viz_share_link
=auth&:display_count=n&:

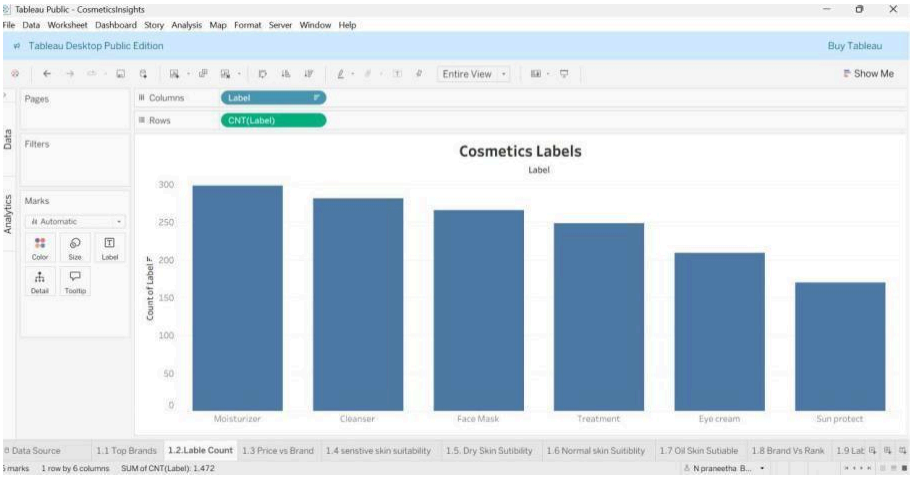
7. RESULTS

The Tableau story created delivers:

- A clear comparison of top brands by price and rank
- Ingredient label distribution
- Product suitability insights per skin type
- Story-based visual walkthrough with filters

Output Visuals:

1.



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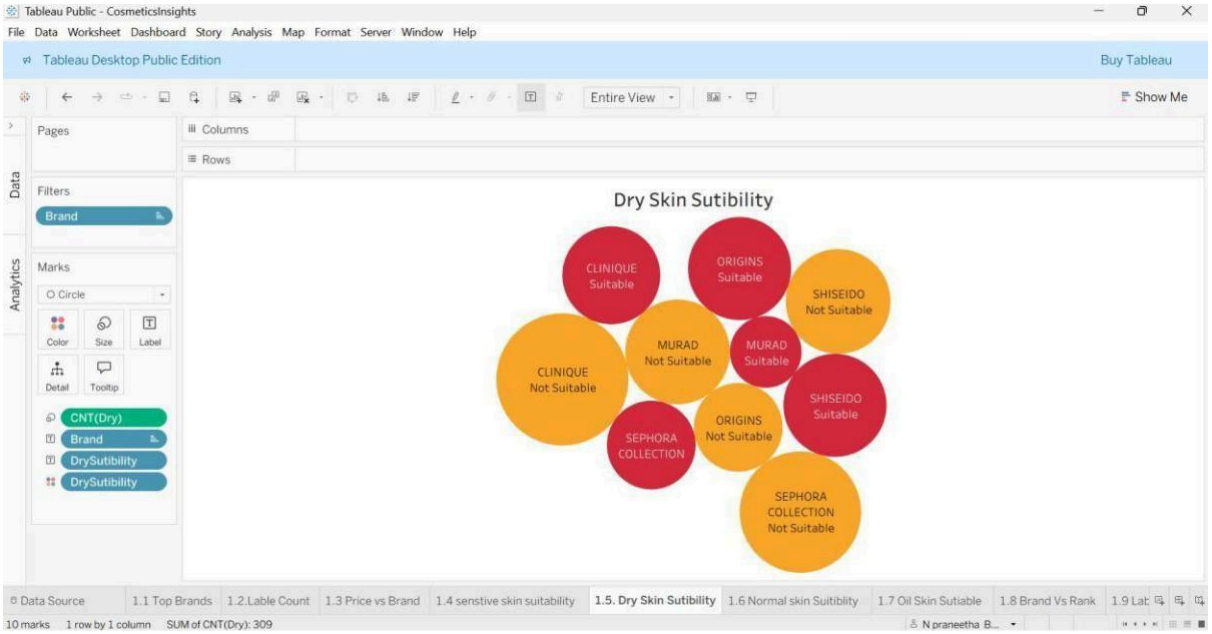
Tableau Public - CosmeticsInsights
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Tableau Desktop Public Edition
Buy Tableau
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Brand
Marks
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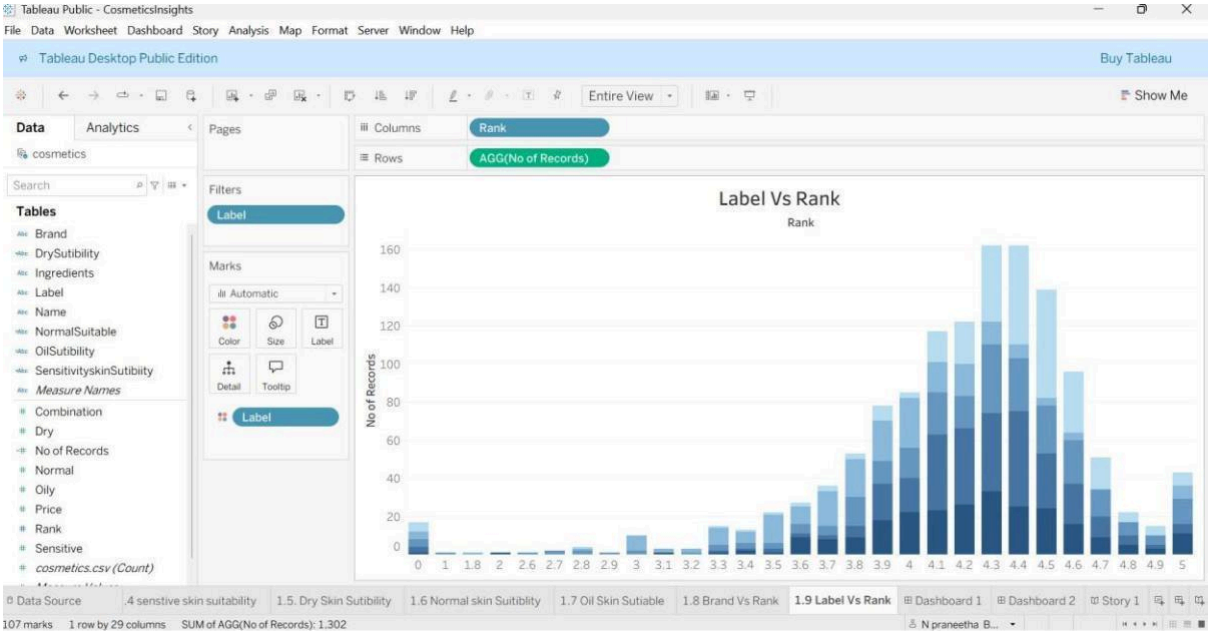
ORIGINS Suitable
SHISEIDO Not Suitable
CLINIQUE Not Suitable
MURAD Not Suitable
MURAD Suitable
SHISEIDO Suitable
SEPHORA COLLECTION
ORIGINS Not Suitable
SEPHORA COLLECTION Not Suitable
Data Source
1.1 Top Brands
1.2.Lable Count
1.3 Price vs Brand
1.4 senstive skin suitability
1.5. Dry Skin Sutibility
1.6 Normal skin Suitiblity
1.7 Oil Skin Sutiable
1.8 Brand Vs Rank
10 marks
1 row by 1 column
SUM of CNT(Dry): 309

4.

5.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cosmetics
Search
Tables
Brand
DrySutibility
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Label
Name
NormalSuitable
OilSutibility
SensitivityskinSutibiity
Measure Names
Combination
Dry
No of Records
Normal
Oily
Price
Rank
Sensitive
cosmetics.csv (Count)
Pages
Filters
Label
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Label
Columns
Rank
Rows
AGG(No of Records)
Label Vs Rank
Rank
No of Records
0 20 40 60 80 100 120 140 160
0 1 1.8 2 2.6 2.7 2.8 2.9 3 3.1 3.2 3.3 3.4 3.5 3.6 3.7 3.8 3.9 4 4.1 4.2 4.3 4.4 4.5 4.6 4.7 4.8 4.9 5
Data Source
.4 senstive skin suitability
1.5. Dry Skin Sutibility
1.6 Normal skin Suitiblity
1.7 Oil Skin Sutiable
1.8 Brand Vs Rank
1.9 Label Vs Rank
Dashboard 1
Dashboard 2
Story 1
107 marks
1 row by 29 columns
SUM of AGG(No of Records): 1,302

6.

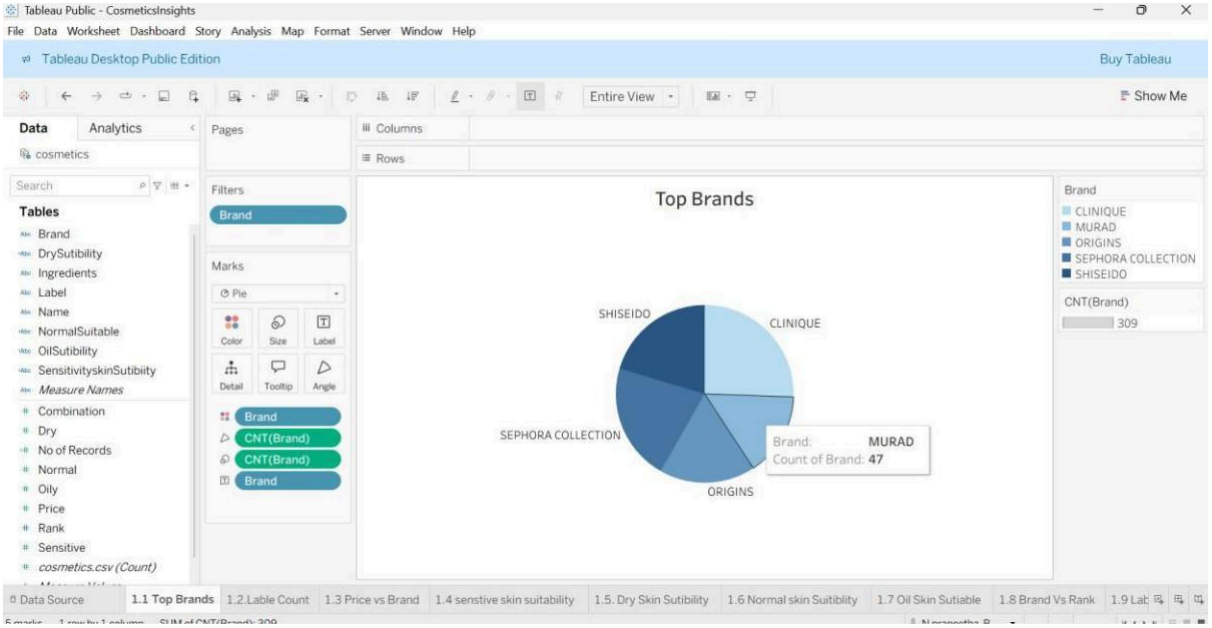
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Tableau Desktop Public Edition
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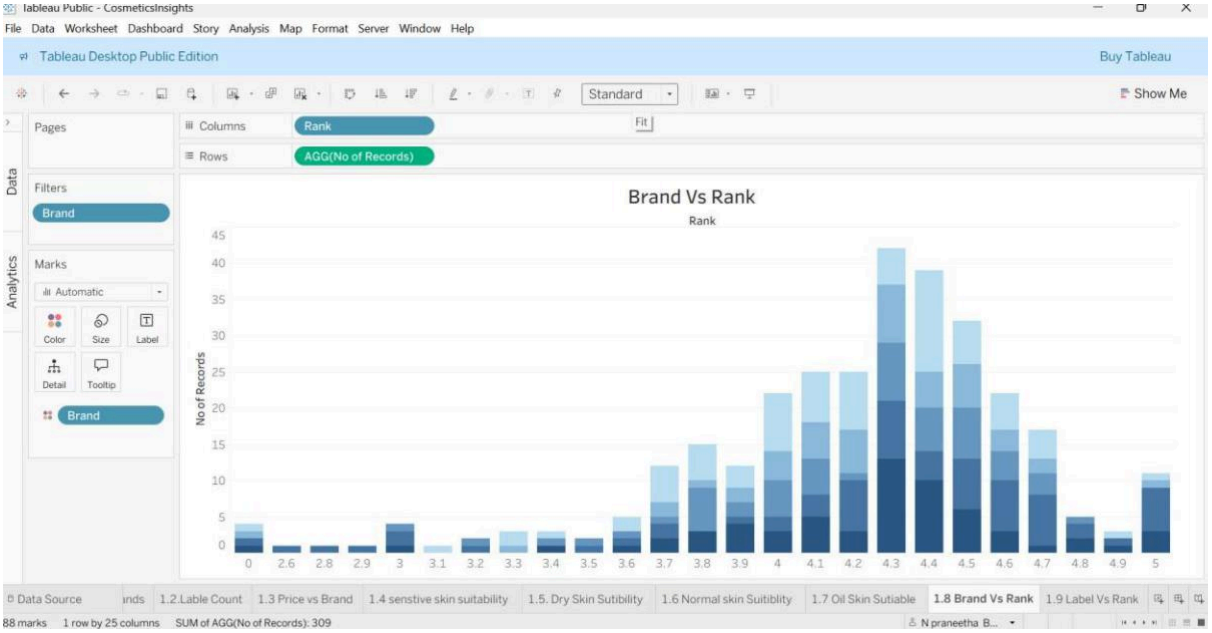
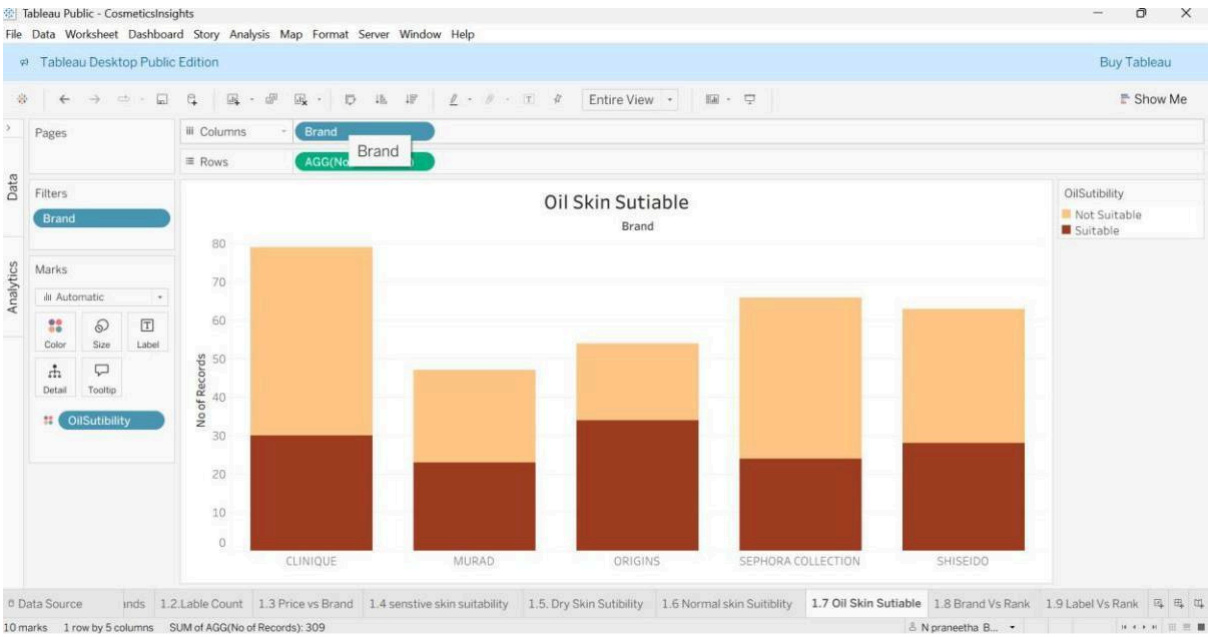
Entire View
Show Me
Data
Analytics
cosmetics
Search
Tables
Brand
DrySutibility
Ingredients
Label
Name
NormalSuitable
OilSutibility
SensitivityskinSutibiity
Measure Names
Combination
Dry
No of Records
Normal
Oily
Price
Rank
Sensitive
cosmetics.csv (Count)
Pages
Filters
Brand
Marks
Pie
Color
Size
Label
Detail
Tooltip
Angle
Brand
CNT(Brand)
CNT(Brand)
Brand
Columns
Rows
Top Brands
SHISEIDO
CLINIQUE
SEPHORA COLLECTION
ORIGINS
Brand: MURAD
Count of Brand: 47
Brand
CLINIQUE
MURAD
ORIGINS
SEPHORA COLLECTION
SHISEIDO
CNT(Brand)
309
Data Source
1.1 Top Brands
1.2.Lable Count
1.3 Price vs Brand
1.4 senstive skin suitability
1.5. Dry Skin Sutibility
1.6 Normal skin Suitiblity
1.7 Oil Skin Sutiable
1.8 Brand Vs Rank

7.



8.

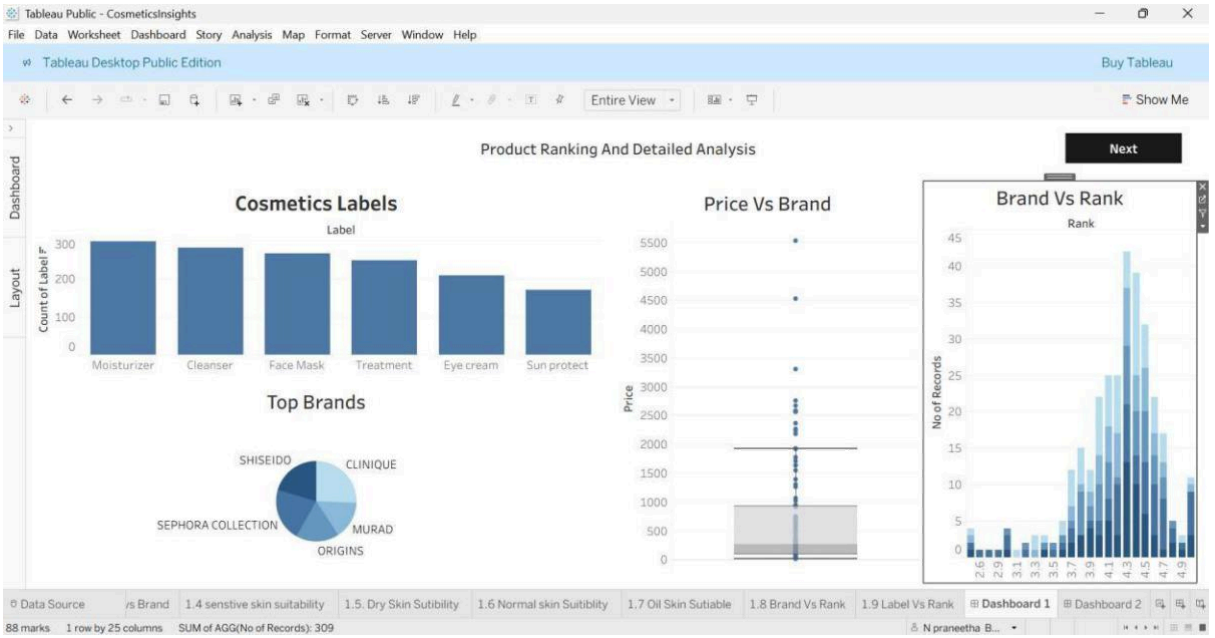


9.

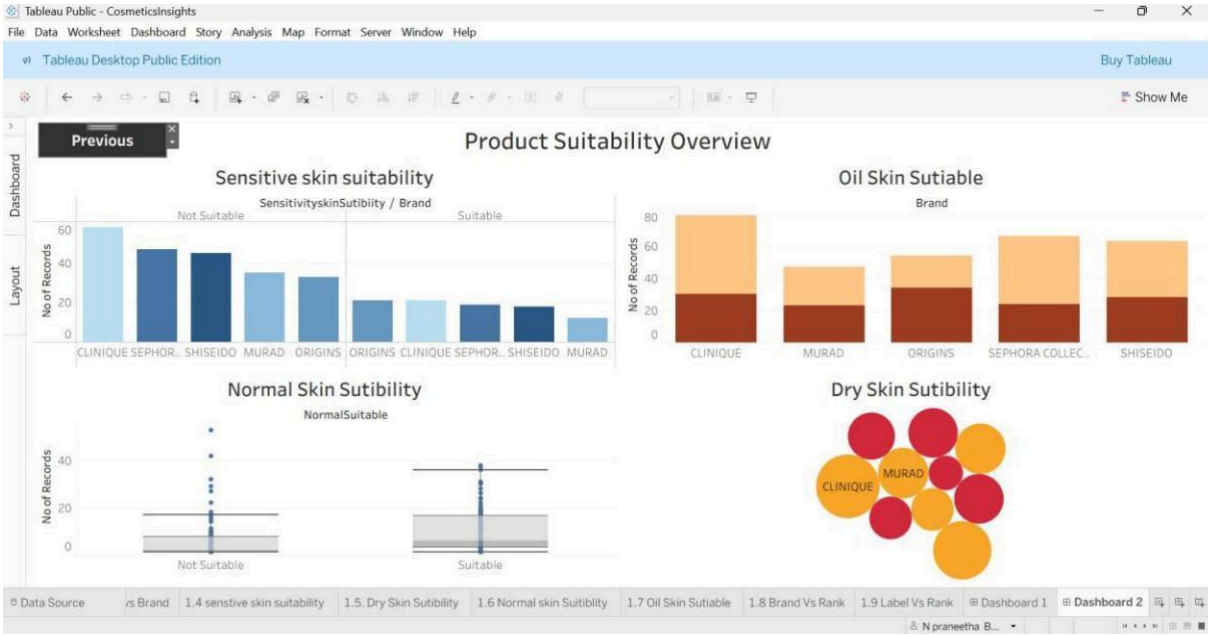
10. Final Dashboard Views:

Filename: Dashboard.png

Caption : This interactive Tableau dashboard compiles all the above visualizations, complete with filters tooltips for user interaction.



1.

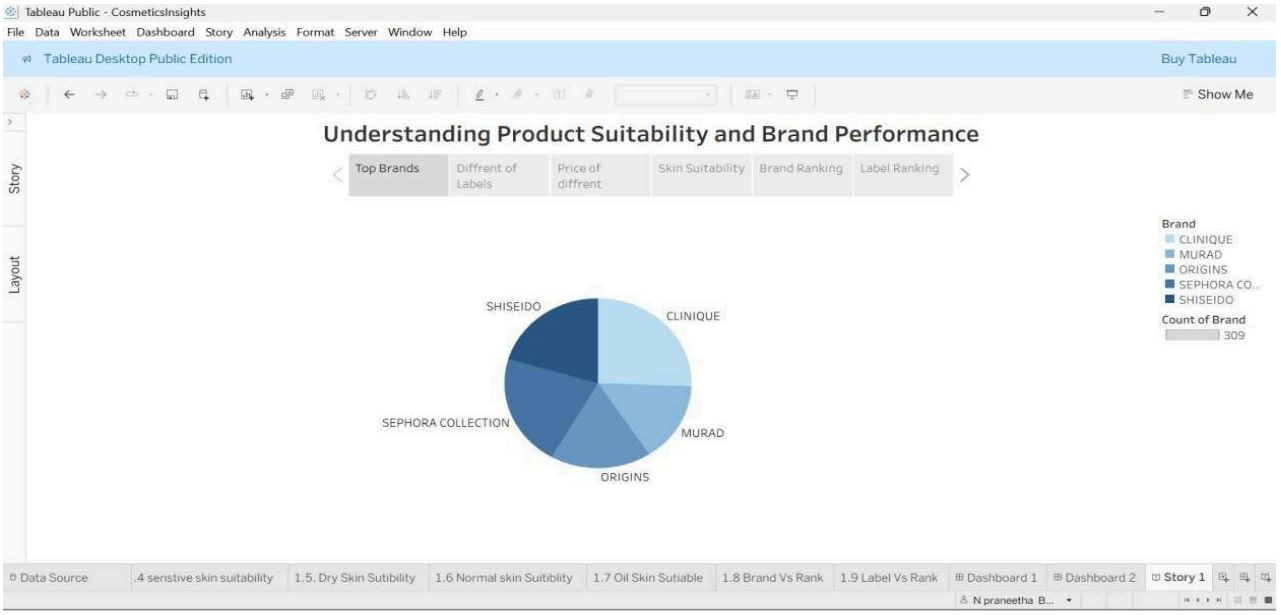


2.

11.Tableau Story Screen:

Filename: Story.png

Caption: The Story view walks users through each visualization in a narrative format with titles and captions, ideal for stackholder presentation.



Note : Screenshots are stored in the folders:

- 6.Project Executable files/Dashboard.png
- 6. Project Executable files/Story.png

Link:

https://public.tableau.com/views/Cosmetics_17513898243280/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Link:

https://public.tableau.com/views/Cosmetics_17513898243280/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

8. ADVANTAGES & DISADVANTAGES

Advantages:

- Interactive dashboard with multiple filters

- Skin-type based product recommendations

- Useful for both customers and marketers

Disadvantages:

- Dataset is static, doesn't auto-refresh

- No predictive analytics

9. CONCLUSION

The Cosmetic Insights project uses Tableau to reveal product trends and customer preferences. Visualizations help users explore top-performing brands and product suitability based on their skin type. It offers a reliable, interactive visual experience for consumers and businesses alike.

10. FUTURE SCOPE

- Integrate real-time product review data

- Add predictive insights (e.g., sentiment or pricing trend)

- Extend dataset with more brand categories

- Enable dynamic dataset uploads for future users

11. APPENDIX

✓ Dataset Link:

Source: Cosmetics Dataset

- https://www.kaggle.com/datasets/kingabzpro/cosmetics-datasets

✓ Tableau Dashboard Link:

Dashboard (interactive)

https://public.tableau.com/views/CosmeticsDashboard_17515743857790/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

✓ Tableau Story Link:

Story View with Scenes and Captions

- https://public.tableau.com/views/CosmeticsDashboard_17515743857790/Story1?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

✓ Project Demo

Link: Original Link

- https://drive.google.com/drive/folders/1_46JtfDAB9-3zCSyyIyy136WzQsfkEjd?usp=sharing

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✓ GitHub : [https://github.com/praneetha2506/Cosmetic-Insights-Navigating-Cosmetics-Trends-and-Consumer-Insights-with-Tableau.git]