# Dashboard Design
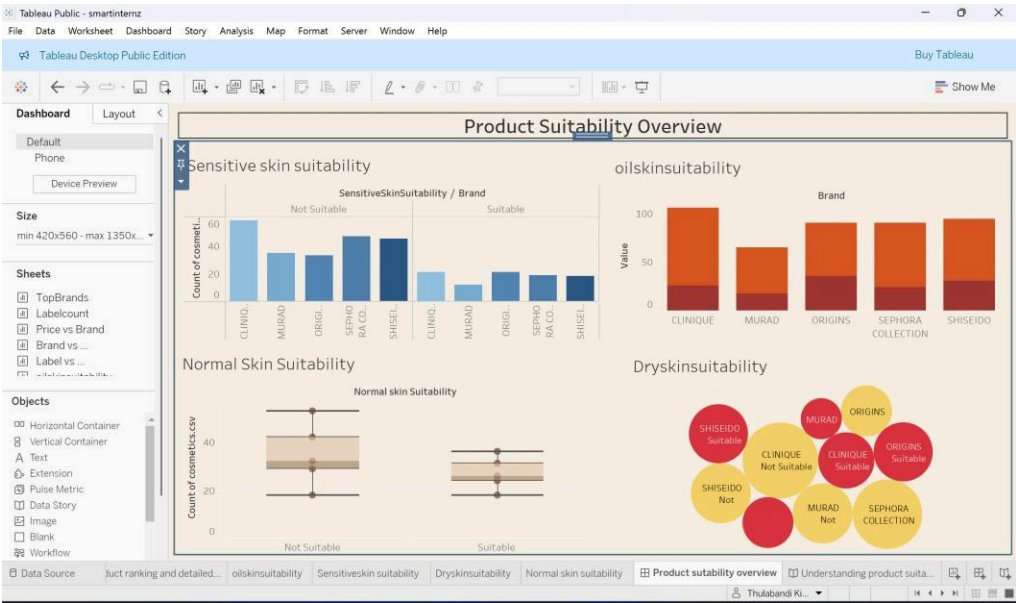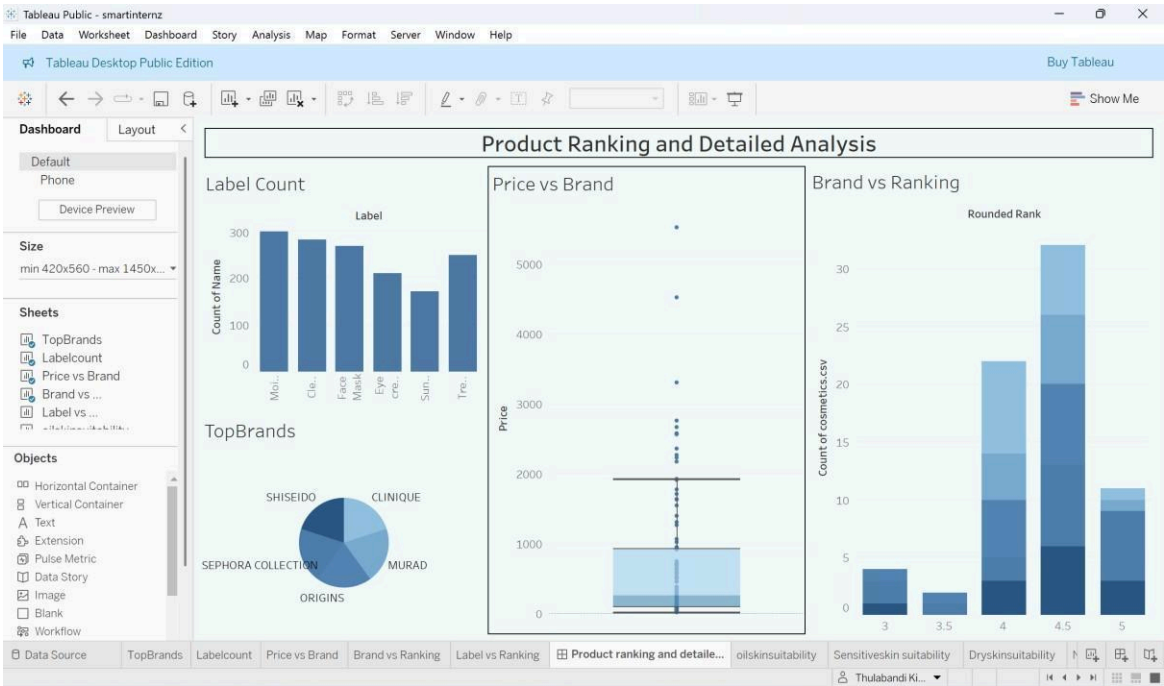
| Date | 15 February 2026 |
|---|---|
| Team ID | LTVIP2026TMIDS74272 |
| Project Name | Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 5 Marks |

## Activity 1: Interactive and visually appealing dashboards

## Dashboard 1: Product Ranking Analysis

### Purpose:
This dashboard shows which cosmetic products and brands are popular, their prices, and their ratings.

### 1 Label Count

- Shows how many products are in each category (like Moisturizer, Cleanser, Sunscreen).
- It helps to know which product type is most common.

### 2 Price vs Brand

- Shows product prices for different brands.
- It helps to compare which brands are expensive and which are cheap.

### 3 Brand vs Ranking

- Shows how many products have high ratings (3, 4, 4.5, 5).
- It helps to find the best-rated brands.

### 4 Product Table

- Shows product name, brand, price, and rating.
- It gives detailed information for each product.

## Dashboard 2: Customer Preference Analysis
### Purpose:
This dashboard shows what customers like based on skin type and product category.

### 1 Skin Type Count

- Shows how many products are suitable for dry, oily, sensitive, and normal skin.

### 2 Product Type Distribution

- Shows how many moisturizers, cleansers, masks, etc., are available.

## ③Filters

- You can select skin type or product type to see specific products.