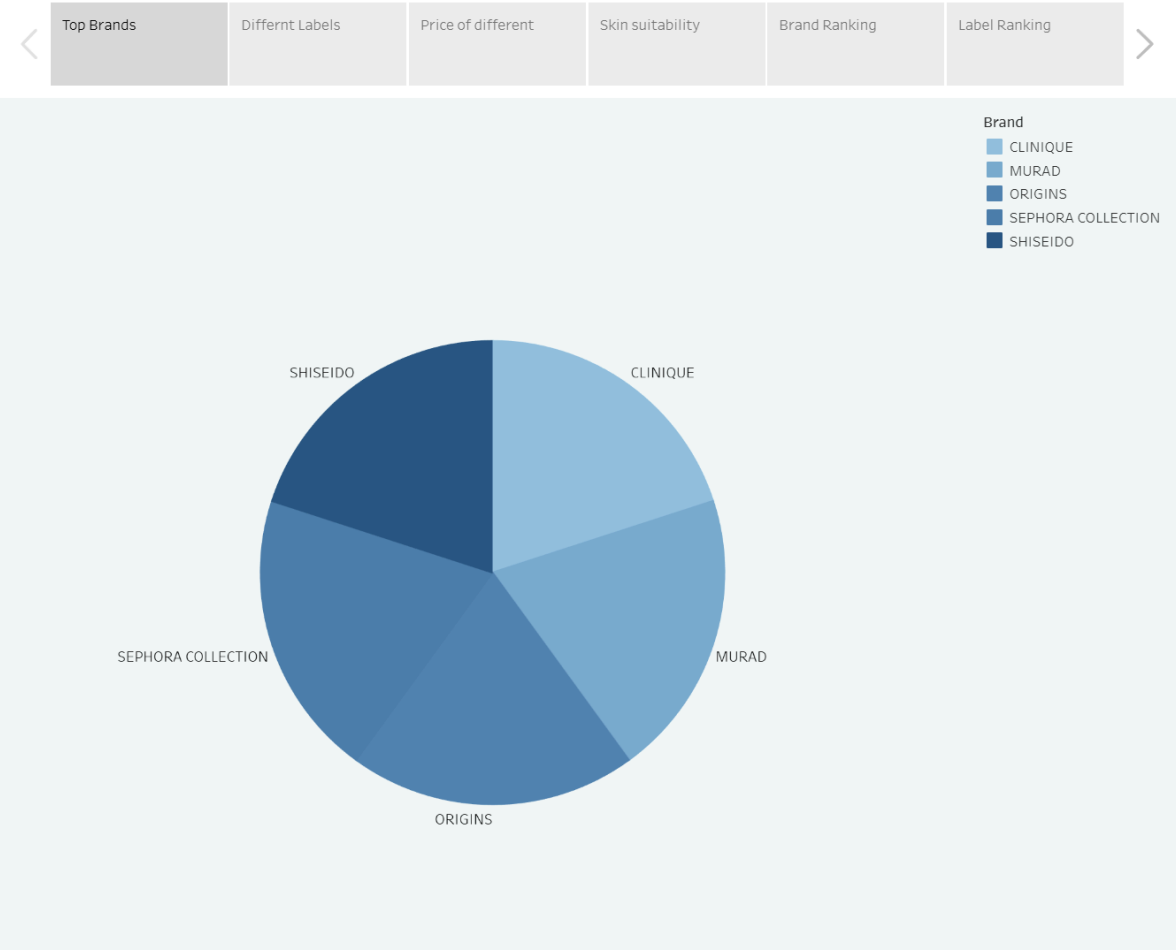


STORY

Date	15 February 2026
Team ID	LTVIP2026TMIDS74272
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

Understanding Product Suitability and Brand Performance



- Top Trends: Top Trends visualize brand performance and providing insights into the interactive capabilities of the data visualization platform.
- Label Count: The distribution of different labels contains information about skincare or beauty products, and the graph shows the frequency of different product types or categories.
- Price Vs Demand: The box and whisker plot provides a visual comparison of the price distribution across different skincare brands.
- Dry Skin Suitability: The visualization provides a clear and concise overview of skincare brand suitability for dry skin, highlighting popular and potentially problematic brands.
- Oilyskin suitability: Stacked bar chart provides a clear and concise overview of skincare brand suitability for oily skin, highlighting popular and potentially problematic brands.
- Label VS ranking: The visualization effectively presents the comparison of "SUM(Rank)" across different product categories.