

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	15 February 2026
Team ID	LTVIP2026TMIDS74272
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and consumer insights with tableau
Maximum Marks	4 Marks

STEP  
**1**

## Team Gathering, Collaboration & Problem Statement

*Define the challenge clearly before generating ideas*

### 1A. Meet the Team

Core Team Members	Collaboration Tools & Norms
<ul style="list-style-type: none"><li>Project Lead / Brand Manager — Owns the Tableau project vision and stakeholder alignment</li><li>Data Analyst / BI Developer — Builds and maintains Tableau dashboards and data pipelines</li><li>Marketing Strategist — Translates insights into campaigns and product positioning</li><li>Product R&amp;D Representative — Applies consumer insights to formulation and innovation</li><li>Consumer Research Analyst — Conducts surveys, interviews and sentiment analysis</li></ul>	<ul style="list-style-type: none"><li>Mural board for digital whiteboarding and sticky-note ideation</li><li>Tableau Public / Tableau Server for data visualization sharing</li><li>Weekly syncs: 30-min stand-up + bi-weekly deep-dive sessions</li><li>All ideas are valid — no criticism during brainstorming phase</li><li>Document decisions in shared project wiki after each session</li></ul>

### 1B. Problem Statement Selection

The team reviewed the current challenges facing cosmetics brands in a data-rich but insight-poor environment. Three core problem statements were identified and voted upon:

Problem Statements Considered	Selected Problem Statement
<ul style="list-style-type: none"><li>PS-01: How might we detect and respond to consumer preference shifts in real time before they impact revenue?</li><li>PS-02: How might we identify and manage product safety concerns swiftly to protect brand integrity?</li><li>PS-03: How might we anticipate emerging beauty trends using historical data to inform proactive product innovation?</li></ul>	<p><input checked="" type="checkbox"/> <b>PRIMARY:</b></p> <p><i>"How might we leverage Tableau to transform fragmented cosmetics data into real-time, actionable insights that empower brand managers to respond to consumer trends, manage product concerns, and drive data-informed innovation?"</i></p> <p>This statement encompasses all three project scenarios and aligns directly with the Cosmetic Insights Tableau platform goals.</p>

- PS-04: How might we unify fragmented data sources into a single Tableau platform for holistic decision-making?

**STEP  
2**

## Brainstorm, Idea Listing & Grouping

*Generate ideas freely, then organise them into themes*

### 2A. Raw Brainstorm — All Ideas (Unconstrained)

Teams used timed silent brainstorming (5 min), then round-robin sharing. All ideas were captured without evaluation. Below are the grouped idea clusters:

 Data & Dashboard Ideas	 Alerts & Monitoring Ideas	 Innovation & Strategy Ideas
<ul style="list-style-type: none"> <li>Live Tableau dashboard for ingredient trend tracking</li> <li>Heatmap of consumer sentiment by product category</li> <li>Unified data lake connecting sales, reviews &amp; social media</li> <li>Cross-brand competitor benchmarking dashboard</li> <li>Skin type segmentation visualizations for targeting</li> <li>Real-time KPI scorecard with automated threshold alerts</li> </ul>	<ul style="list-style-type: none"> <li>Automated spike detection for negative review clusters</li> <li>Regulatory ingredient watch-list integration</li> <li>Social media trend velocity alerts</li> <li>Product return rate anomaly detection system</li> <li>Consumer sentiment drop early warning system</li> <li>Geo-targeted alert system for regional preference shifts</li> </ul>	<ul style="list-style-type: none"> <li>Predictive product demand forecasting model</li> <li>AI-powered formulation recommendation engine</li> <li>Consumer persona evolution tracker over time</li> <li>Trend lifecycle visualizer (emerging → peak → decline)</li> <li>Personalized marketing trigger system from Tableau data</li> <li>Beauty micro-trend aggregator from niche influencers</li> </ul>

### 2B. Ideas Grouped by Project Scenario

#### Scenario 1: Monitoring Consumer Preferences

- Real-time Tableau dashboard tracking shifts in product category interest
- Automated alert when a product's consumer interest score drops by >15%
- Geo-segmented preference maps showing regional trends by demographic
- Weekly AI-summarized insight report from Tableau data sent to brand managers
- Social listening integration pulling trend signals into Tableau pipeline
  - Sub-idea: Instagram & TikTok hashtag velocity as early trend indicators
  - Sub-idea: Cross-platform sentiment scoring weighted by influencer reach

#### Scenario 2: Addressing Product Concerns

- Centralized product concern dashboard with real-time review aggregation
- Automated recall readiness assessment using review severity scoring
- Regulatory compliance module that flags ingredients in recall watch-lists
- Consumer communication template generator triggered by concern threshold
- Cross-product concern correlation (e.g. shared ingredients in complaints)

- Sub-idea: NLP-based complaint clustering to identify root causes faster
- Sub-idea: Brand trust score tracker before and after concern management

### Scenario 3: Predictive Analysis & Product Innovation

- Time-series trend forecasting model for beauty ingredient demand
- Innovation opportunity heatmap: high demand + low current supply gaps
- Competitor product launch tracker integrated with trend forecast model
- Historical trend cycle analysis to predict next emerging trend window
- Consumer need state predictor based on seasonal and demographic shifts
  - Sub-idea: 'White space' visualizer showing unmet consumer needs in Tableau
  - Sub-idea: Predictive ROI estimator for new product formulation investment

STEP  
**3**

## Idea Prioritization

*Rank ideas by impact and effort to identify the best to pursue*

### 3A. Prioritization Criteria & Scoring Matrix

Each idea was evaluated by the team using the following criteria on a 1–5 scale:

Scoring Dimensions	Prioritization Method Used
<ul style="list-style-type: none"> <li>• Business Impact (1–5): Revenue, brand equity, competitive edge</li> <li>• Feasibility (1–5): Technical, resource, and timeline viability</li> <li>• User Value (1–5): Direct benefit to brand managers and analysts</li> <li>• Strategic Alignment (1–5): Fit with Cosmetic Insights Tableau vision</li> <li>• Time to Value (1–5): Speed from implementation to measurable result</li> </ul>	<ul style="list-style-type: none"> <li>• Impact vs Effort 2×2 Matrix (primary framework)</li> <li>• Dot voting: each team member assigned 5 votes to top ideas</li> <li>• MoSCoW analysis: Must Have / Should Have / Could Have / Won't Have</li> <li>• Team consensus required for any 'Must Have' designation</li> <li>• Final shortlist validated against project scope and Tableau capabilities</li> </ul>

### 3B. Impact vs. Effort Priority Matrix

The team plotted all shortlisted ideas on a 2×2 Impact/Effort matrix. Each quadrant drives a specific action:

↑ HIGH IMPACT

<p><span style="color: green;">●</span> <b>DO FIRST — High Impact / Low Effort</b></p> <ul style="list-style-type: none"> <li>Real-time Tableau alerts for consumer preference shifts</li> <li>Unified dashboard integrating all cosmetics data streams</li> <li>Sentiment tracking across reviews and social platforms</li> <li>Product performance KPI monitoring (ratings, returns, sales)</li> </ul>	<p><span style="color: blue;">●</span> <b>PLAN — High Impact / High Effort</b></p> <ul style="list-style-type: none"> <li>Predictive analytics engine for trend forecasting</li> <li>Cross-channel consumer journey mapping in Tableau</li> <li>Ingredient safety &amp; regulatory compliance tracker</li> <li>Demographic segmentation engine for targeted marketing</li> </ul>
<p><span style="color: yellow;">●</span> <b>DELEGATE — Low Impact / Low Effort</b></p> <ul style="list-style-type: none"> <li>Automated weekly report generation from Tableau</li> <li>Competitor product launch news feed integration</li> <li>Basic social media hashtag tracking dashboard</li> <li>Internal team onboarding guide for Tableau usage</li> </ul>	<p><span style="color: red;">●</span> <b>DEPRIORITIZE — Low Impact / High Effort</b></p> <ul style="list-style-type: none"> <li>Custom Tableau connector for legacy CRM systems</li> <li>Deep-dive annual audit of historical ingredient data</li> <li>Full rebuild of data warehouse infrastructure</li> <li>Manual entry of offline retail POS data into Tableau</li> </ul>
<b>LOW EFFORT ←→ HIGH EFFORT</b>	

### 3C. MoSCoW Analysis — Final Prioritization

<span style="color: green;">✓</span> <b>MUST HAVE (Launch Scope)</b>	<span style="color: blue;">●</span> <b>SHOULD HAVE (Phase 2)</b>
<ul style="list-style-type: none"> <li>Real-time Tableau dashboard for consumer preference monitoring</li> <li>Automated alert system for preference and sentiment drops</li> <li>Centralized product concern dashboard with review aggregation</li> <li>Predictive trend forecasting for product innovation planning</li> <li>Unified data integration layer connecting all cosmetics data sources</li> </ul>	<ul style="list-style-type: none"> <li>Demographic segmentation visualizations for targeted marketing</li> <li>Regulatory ingredient watch-list compliance module</li> <li>Competitor benchmarking and product launch tracking dashboard</li> <li>NLP-powered complaint clustering and root cause analysis</li> <li>Consumer persona evolution tracker over time</li> </ul>
<span style="color: yellow;">●</span> <b>COULD HAVE (Phase 3)</b>	<span style="color: red;">✗</span> <b>WON'T HAVE (Out of Scope)</b>
<ul style="list-style-type: none"> <li>Beauty micro-trend aggregator from niche influencer platforms</li> <li>AI-powered formulation recommendation engine integration</li> <li>Innovation 'white space' visualizer for unmet consumer needs</li> <li>Geo-targeted alert system for regional preference shifts</li> </ul>	<ul style="list-style-type: none"> <li>Full rebuild of legacy data warehouse infrastructure</li> <li>Custom Tableau connectors for unsupported POS systems</li> <li>Manual offline retail data entry and reconciliation tools</li> <li>Real-time financial trading or stock market data integration</li> </ul>

### 3D. Top 3 Prioritized Ideas — Action Plan

#### 🥇 IDEA 1: Real-Time Consumer Preference Monitoring Dashboard

Build a Tableau dashboard that aggregates consumer interest signals from reviews, social sentiment, and sales data. Automated alerts trigger when product category interest declines by more than 15%, enabling the brand team to respond with targeted promotions or formulation adjustments within days, not months.

Why This Wins	Next Steps
<ul style="list-style-type: none"><li>• Directly addresses Scenario 1: Consumer Preference Monitoring</li><li>• High impact + low effort = immediate ROI for brand managers</li><li>• Received highest dot vote score in team prioritization session</li></ul>	<ul style="list-style-type: none"><li>• Connect data sources: reviews, social APIs, sale DB to Tableau</li><li>• Design alert threshold logic and notification workflow</li><li>• Pilot with 2 product categories in Q1 — scale in Q2</li></ul>

#### 🥈 IDEA 2: Centralized Product Concern & Crisis Management Dashboard

A unified Tableau view aggregating negative reviews, safety complaint reports, and ingredient flagging alerts. The dashboard enables cosmetics companies and regulatory teams to assess concern severity, track affected product lines, and initiate recall or communication protocols with measurable SLA targets.

Why This Wins	Next Steps
<ul style="list-style-type: none"><li>• Directly addresses Scenario 2: Product Concern Management</li><li>• Reduces average concern-to-resolution time by an estimated 40%</li><li>• Supports regulatory compliance and brand trust preservation</li></ul>	<ul style="list-style-type: none"><li>• Map complaint data sources: Amazon, Sephora, brand website, regulators</li><li>• Define severity scoring rubric and escalation thresholds</li><li>• Build prototype Tableau view and test with product safety team</li></ul>

#### 🥉 IDEA 3: Predictive Trend Forecasting & Innovation Opportunity Engine

A Tableau-powered predictive analytics module that uses historical consumer behavior data, ingredient popularity trends, and market signals to forecast emerging product opportunities. Teams can visualize 'innovation white space' — high-demand, low-supply gaps — and prioritize R&D investment with confidence.

Why This Wins	Next Steps
<ul style="list-style-type: none"><li>• Directly addresses Scenario 3: Predictive Analysis &amp; Product Innovation</li><li>• Turns reactive data review into proactive product strategy</li><li>• Differentiates Cosmetic Insights platform from standard BI tools</li></ul>	<ul style="list-style-type: none"><li>• Identify 3 years of historical trend and sales data for model training</li><li>• Partner with data science team to build forecasting model</li><li>• Integrate outputs into Tableau innovation dashboard in Phase 2</li></ul>