

Ideation Phase

Empathize & Discover

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

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

EMPATHY MAP CANVAS

Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau

WHO ARE WE EMPATHIZING WITH?

Persona: Cosmetics Brand Manager / Data Analyst / Marketing Strategist

Goal: Drive data-informed decisions to grow brand success in the beauty industry using Tableau

THINK & FEEL

*What really matters to them?
Imagine their emotions & feelings*

- Anxious about falling behind fast-shifting beauty trends
- Excited by Tableau's potential to unify all data streams
- Frustrated by fragmented, siloed data across systems
- Determined to justify analytics investment with clear ROI
- Hopeful that predictive analytics can drive product innovation
- Concerned negative reviews will erode consumer trust
- Confident when real-time dashboards reveal clear patterns
- Pressured to deliver agile, data-driven marketing campaigns



ALEX CHEN

Senior Brand & Analytics Manager

Beauty & Cosmetics Industry

PROJECT:

Cosmetic Insights with Tableau

GOAL:

Transform cosmetics data into actionable insights that drive brand growth & consumer trust

SEE

*What does she see in her environment?
What does the market look like?*

- Tableau dashboards with real-time sales, ratings & sentiment data
- Competitors launching targeted products for niche beauty segments
- Consumer preference shifts trending on social & review platforms
- Ingredient safety alerts and new regulatory compliance requirements
- Declining interest in certain cosmetic categories flagged in reports
- Charts showing rising demand for sustainable & clean beauty
- Industry publications highlighting data-driven brand success stories
- Peers adopting advanced analytics tools for faster market response

SAY & DO

What have we heard her say?

What actions and behaviors have we noticed?

- "We need to respond faster when consumer trends shift"
- "I want one unified Tableau view of all our consumer data"
- "Our product recall process must be more data-driven"
- "Can Tableau predict what consumers want next quarter?"
- "We should personalize campaigns based on skin type segments"
- Monitors Tableau dashboards daily for anomalies & trend alerts
- Runs ad-hoc analyses on product performance and review scores
- Collaborates with R&D to adjust formulations based on data
- Presents data-backed strategies in executive stakeholder meetings
- Tracks competitor launches and consumer sentiment in real-time

HEAR

What do friends, colleagues say?

Who and what influences her?

- Consumers demanding cleaner, vegan & cruelty-free formulations
- Marketing teams requesting faster turnaround on campaign insights
- Management asking for clear ROI on Tableau analytics investment
- Regulatory bodies issuing warnings on controversial ingredients
- Beauty influencers shaping trends and preferences on social media
- Peers discussing successful data-driven product innovation launches
- Customers voicing product concerns across reviews and social channels
- Industry analysts forecasting major shifts in the skincare segment

PAINS

Fears • Frustrations • Obstacles

- Fragmented data scattered across multiple disconnected systems
- Delayed identification of product safety issues and negative review trends
- Difficulty predicting emerging consumer preferences before competitors
- Manual, time-consuming reporting consuming analyst bandwidth
- Struggling to connect Tableau insights directly to marketing execution
- Risk of brand damage from slow response to product concern spikes
- Lack of real-time visibility into competitor product launches
- Difficulty justifying analytics tool costs without clear ROI metrics

GAINS

Wants • Needs • Dreams • Measures of Success

- Real-time Tableau alerts on consumer preference changes and trend shifts
- Unified dashboard platform integrating all cosmetics data streams
- Predictive analytics enabling proactive, evidence-based product innovation
- Faster, transparent crisis management when product concerns arise
- Data-driven marketing strategies that measurably boost campaign ROI
- Deeper demographic segmentation to precisely target product launches
- Competitive advantage through agile, data-first decision-making
- Demonstrable ROI validating the Cosmetic Insights Tableau investment