

## Project Initialization and Planning Phase:

Date	3 June 2025
Team ID	LTVIP2026TMIDS74272
Project Name	<b>Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau</b>
Maximum Marks	3 Marks

### Define Problem Statements (Customer Problem Statement Template):

#### Problem Statement -1

**Customer Problem Statement Template**

I am

As a consumer

I'm trying to

I struggle to keep up with rapidly changing cosmetic trends.

But

I often feel overwhelmed by the sheer volume of new products and information.

Because

It difficult to know what's truly effective for me.

Which makes me feel

Confused

#### Problem Statement -2

**Customer Problem Statement Template**

I am

As a consumer

I'm trying to

Lack of personalized cosmetic recommendations.

But

Consider my unique skin type, concerns, and preferences.

Because

Resulting in a trial-and-error approach that's both costly and time-consuming.

Which makes me feel

I'm frustrated

## Problem Statement-3

### Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
As a consumer	I struggle to find reliable information about ingredient safety.	As someone with sensitive skin.	I'm constantly worried about allergic reactions to new cosmetic products.	Struggle.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a consumer	I struggle to keep up with rapidly Changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused.
PS-2	As a consumer	Lack of personalized cosmetic Recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trail-and-error approach that's both costly and time consuming.	I'm frustrated
Ps-3	As a consumer	I struggle to find Reliable information About ingredient Safety.	As someone With sensitive Skin.	I'm constantly Worried about Allergic reactions to new cosmetic products.	Struggle.