

**Project Design Phase
Proposed Solution Template**

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| Date | 19 June 2025 |
| Team ID | LTVIP2025TMID49473 |
| Project Name | Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 2 Marks |

Proposed Solution Template:

| S.No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Consumers are overwhelmed by the vast number of cosmetic products available online. There is a lack of a centralized, data-driven tool that allows users to compare trending cosmetics based on their skin type, budget, and real consumer insights. Marketers also lack access to real-time trend analytics. |
| 2. | Idea / Solution description | The project proposes an interactive Tableau dashboard that lets consumers explore and filter cosmetic products by trend score, reviews, ingredients, skin type compatibility, and price. The dashboard also allows marketers to view consumer behavior, top-trending categories, and feedback patterns. |
| 3. | Novelty / Uniqueness | Unlike static product lists or biased influencer reviews, this dashboard provides real-time data visualization and comparison of cosmetics. It empowers users to make informed decisions through verified insights and trend patterns. It's also personalized for skin type and budget — something few tools offer. |
| 4. | Social Impact / Customer Satisfaction | This solution boosts consumer confidence by reducing the confusion and stress of online product choices. It also promotes transparency in cosmetic marketing. Marketers can better align their products |

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| | | with real needs, creating a win-win outcome. |
| 5. | Business Model (Revenue Model) | Freemium Model: Users get free access to core features. Premium features include personalized recommendations, trend alerts, and deep analytics. Revenue can also come from sponsored product placements and B2B insights for cosmetic brands. |
| 6. | Scalability of the Solution | The solution can scale across regions by integrating global cosmetic product data. New filters and dashboards can be added for haircare, fragrances, and wellness products. The platform can also evolve to include AI-based recommendations and multilingual support. |