

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template:-**

<b>Date</b>	24 June 2025
<b>Team ID</b>	LTVIP2025TMID49473
<b>Project Name</b>	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
<b>Maximum Marks</b>	4 Marks

**Brainstorming – Project:** Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

**Step 1: Team Gathering, Collaboration and Problem Selection**

**Team Members:** Rupa Devi, Manoj Kumar, Venkateshwarlu

**Problem:** Understanding how cosmetic brands and products perform across pricing, skin-type suitability, and popularity using Tableau visualizations.

**Step 2: Brainstorming, Idea Listing and Grouping:-**

<b>Idea</b>	<b>Group</b>
Show total products per label	Category Overview
Compare average price by brand	Brand Analysis
Use pie chart for top brands	Brand Performance
Analyze skin suitability across dry/oily/normal/sensitive	Suitability Analysis
Word cloud for top ingredients	Ingredient Trends
Filters for skin type and brand	Interactivity
Publish dashboards to Tableau Public	Deployment

**Step 3: Idea Prioritization:-**

<b>Idea</b>	<b>Feasibility</b>	<b>Impact</b>	<b>Priority</b>
Suitability per skin type	High	High	High
Brand vs Rank	High	High	High
Label Count & Label vs Rank	High	Medium	High
Word Cloud of Ingredients	Medium	Medium	Medium
Filters(skin type, label,brand)	High	High	High
Public dashboard to Tableau Public	High	Medium	Medium

