Business Question and Visualization Report

Date	21 March 2025
Team ID	LTVIP2025TMID25146
Project Name	Cosmetics Insights
Maximum Marks	5 Marks

Visualization development refers to the process of creating graphical representations of data to facilitate understanding, analysis, and decision-making. The goal is to transform complex datasets into visual formats that are easy to interpret, enabling users to gain insights and make informed decisions. Visualization development involves selecting appropriate visual elements, designing layouts, and using interactive features to enhance the user experience. This process is commonly associated with data visualization tools and platforms, and it plays a crucial role in business intelligence, analytics, and reporting

Business Questions and Visualisation:

The process involves defining specific business questions to guide the creation of meaningful and actionable visualizations in Tableau. Well-framed questions help in identifying key metrics, selecting relevant data, and building visualisation that provide insights.

1. **Which cosmetic categories have the highest and lowest rankings?**
   - Identifies the most and least popular product types in the market.
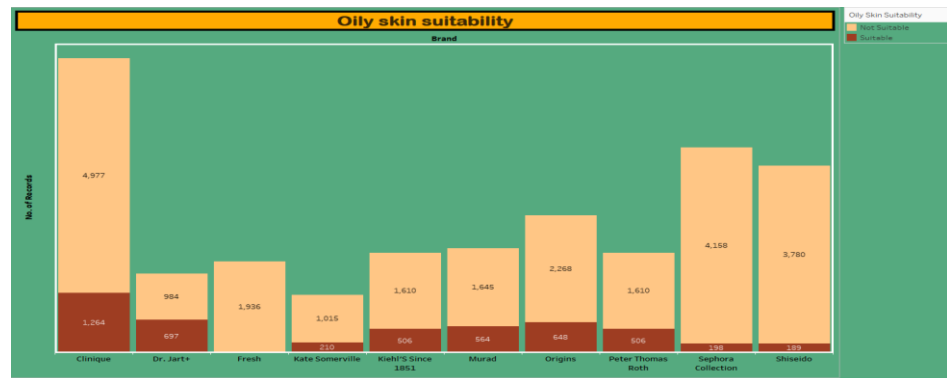
2. **Which brands are most suitable for different skin types (dry, oily, normal, sensitive)?**
   - Helps customers and businesses find the best product recommendations for each skin type

Dry Skin Suitability

Brand: Clinique
Dry Skin Suitability: Not Suitable
Dry: 10

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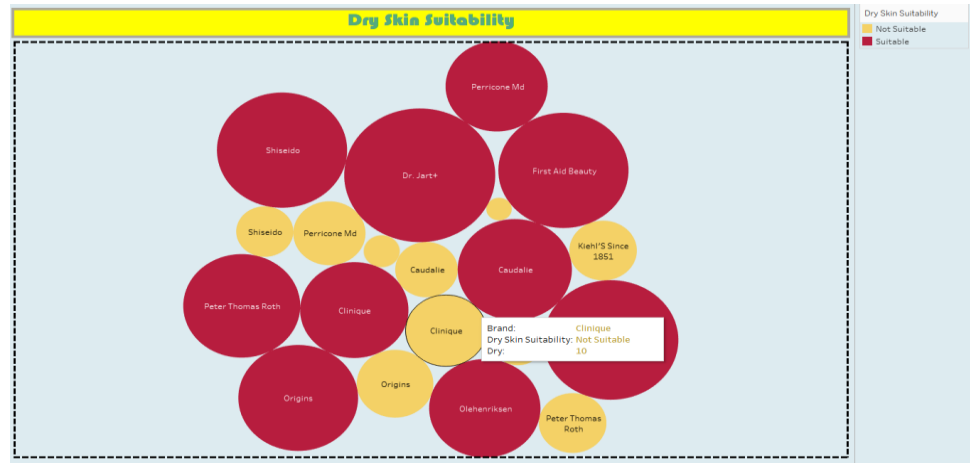
3. **Are there any brands that perform well across multiple skin types?**
   - Highlights versatile brands that cater to a broad range of consumers.
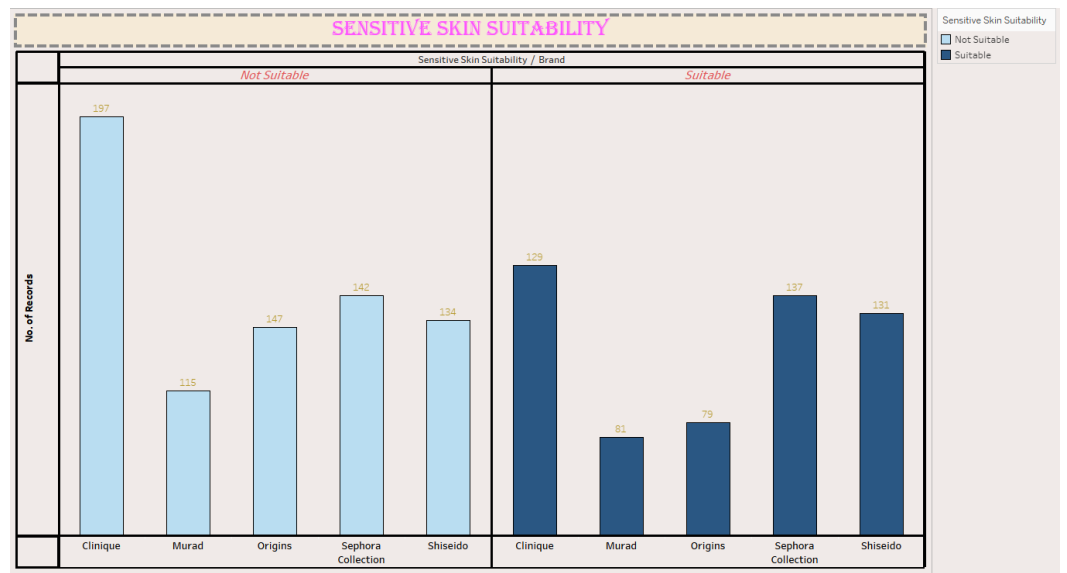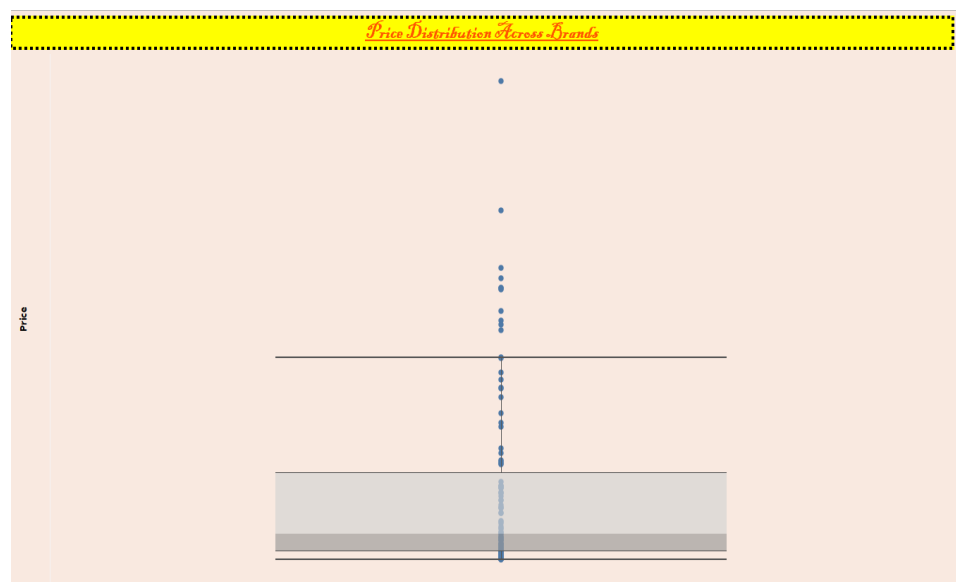

4. **Which brands are underperforming in terms of suitability for certain skin types?**
   - Shows areas where brands may need to improve their formulations or marketing.

Lable Count
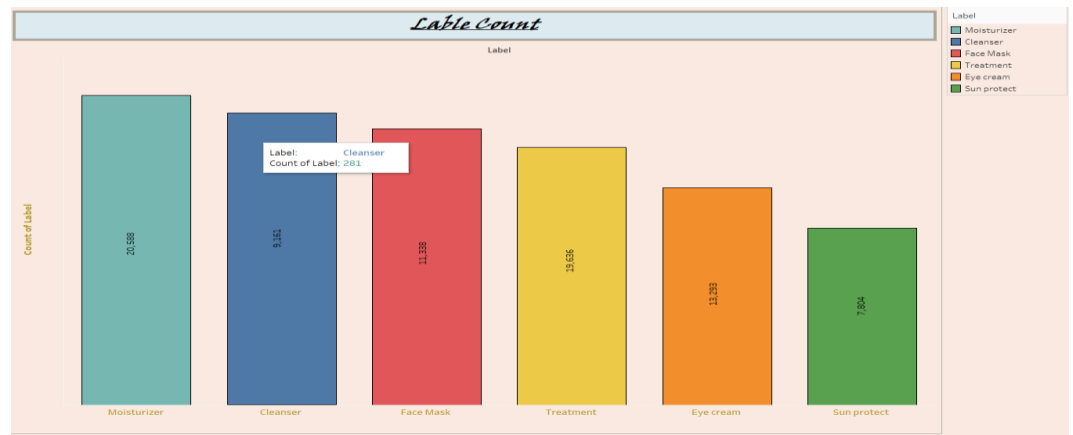
5. **Is there a market gap in sun protection products?**
   - Identifies potential opportunities for brands to develop better sun protection solutions.


Price Distribution Across Brands

6. **How does product ranking correlate with price?**
   - Analyzes whether higher-priced products are actually ranked higher in terms of effectiveness and suitability.

Brand vs Ranking
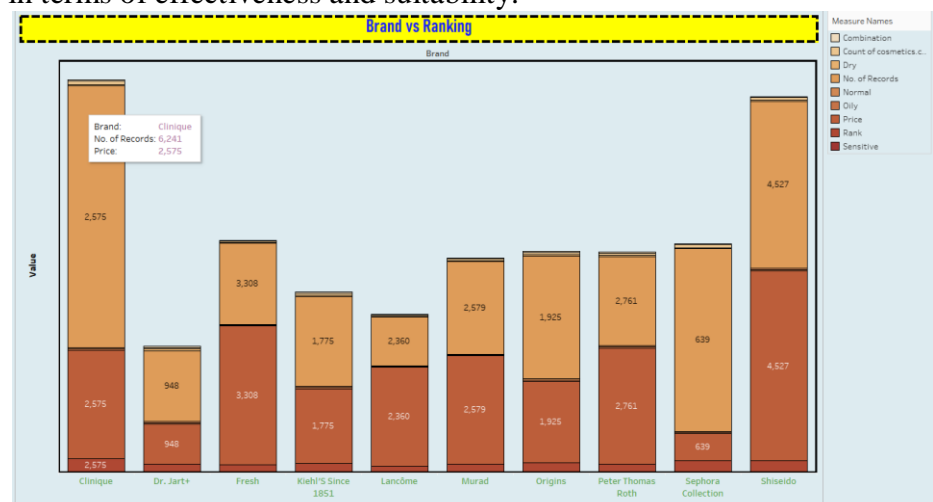
7. **What is the distribution of products across different skin types?**
   - Shows if some skin types (e.g., sensitive skin) have fewer product options than others.
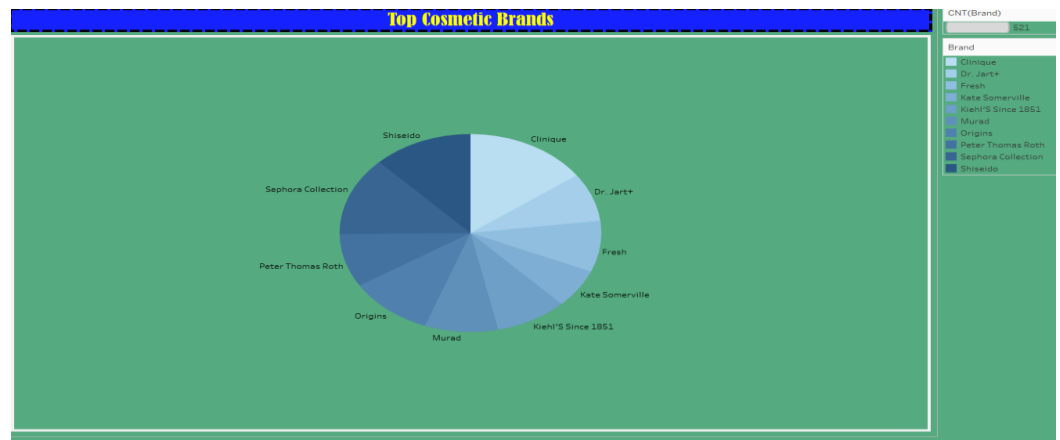
8. **Which category has the highest number of products available?**
   - Helps brands and retailers understand which categories have market saturation or gaps.