

Dashboard Design

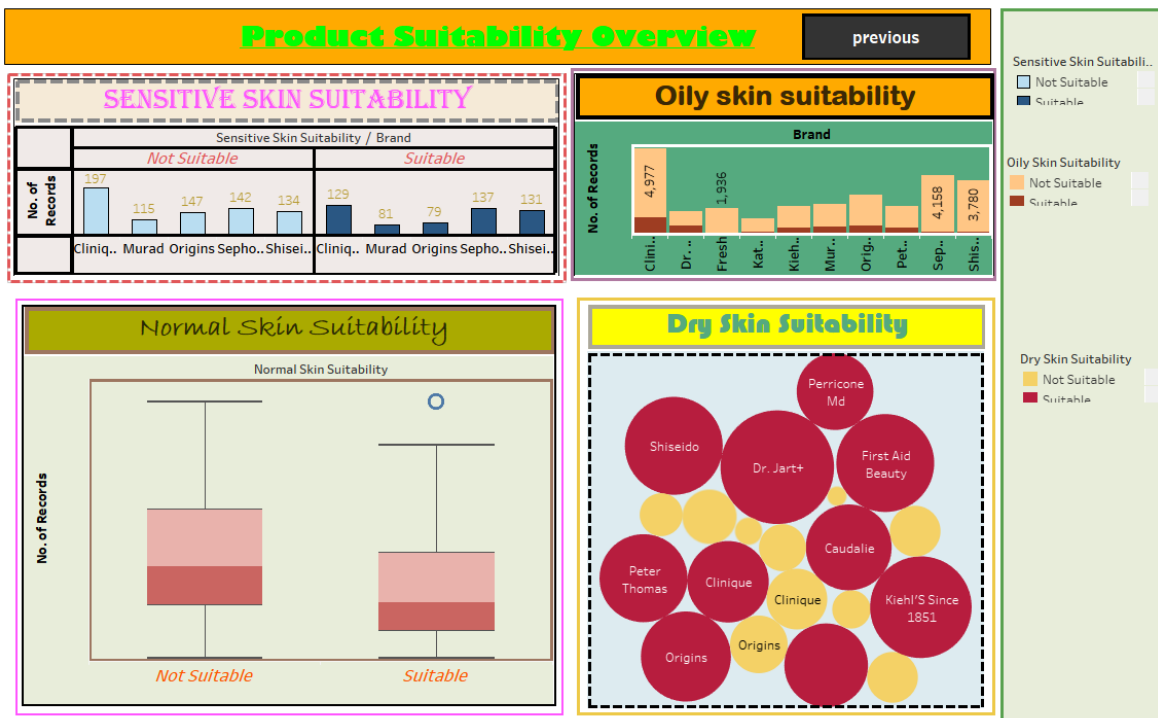
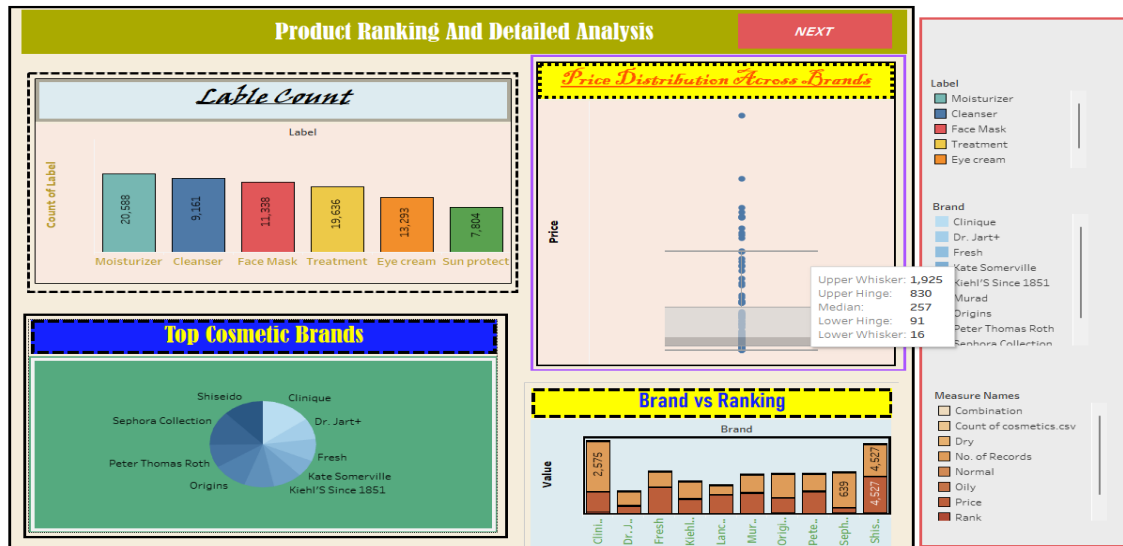
Date	21 March 2025
Team ID	LTVIP2025TMID25146
Project Name	Cosmetics Insights
Maximum Marks	5 Marks

Creating an effective dashboard involves thoughtful design to ensure that the presented information is clear, relevant, and easily understandable for the intended audience. Here are some key principles and best practices for dashboard design

Activity 1: Interactive and visually appealing dashboards

Creating interactive and visually appealing dashboards involves a combination of thoughtful design, effective use of visual elements, and the incorporation of interactive features. Here are some tips to help you design dashboards that are both visually appealing and engaging for users so take care of below points

- Clear and Intuitive Layout
- Use Appropriate Visualizations
- Colour and Teeming
- Interactive Filters and Slicers
- Drill-Down Capabilities
- Responsive Design
- Custom Visuals and Icons
- Use of Info graphics



Sample:

Here are five potential outcomes from the dashboard image provided:

1. Better Product Selection for Consumers

- Consumers can use the insights to **choose the best cosmetics for their skin type**, avoiding products that may not be suitable (e.g., dry skin users avoiding Shiseido or Dr. Jart+).

2. Market Opportunity for Sun Protection Products

- Since **sun protection has the lowest ranking**, there may be an **opportunity for brands to expand** in this category by offering better formulations for different skin types.

3. **Brand Reputation & Improvement Areas**

- Brands that appear in the "**Not Suitable**" category may need to **reformulate their products** or **launch new lines catering to different skin types** to improve customer satisfaction.

4. **Personalized Marketing & Product Recommendations**

- Companies can use the data to **create targeted marketing campaigns** based on user preferences (e.g., promoting suitable products to specific skin types).

5. **Informed Business Decisions for Retailers**

- Retailers and beauty stores can **optimize inventory** by stocking **more high-ranked products** and ensuring they carry **suitable options for all skin types**.