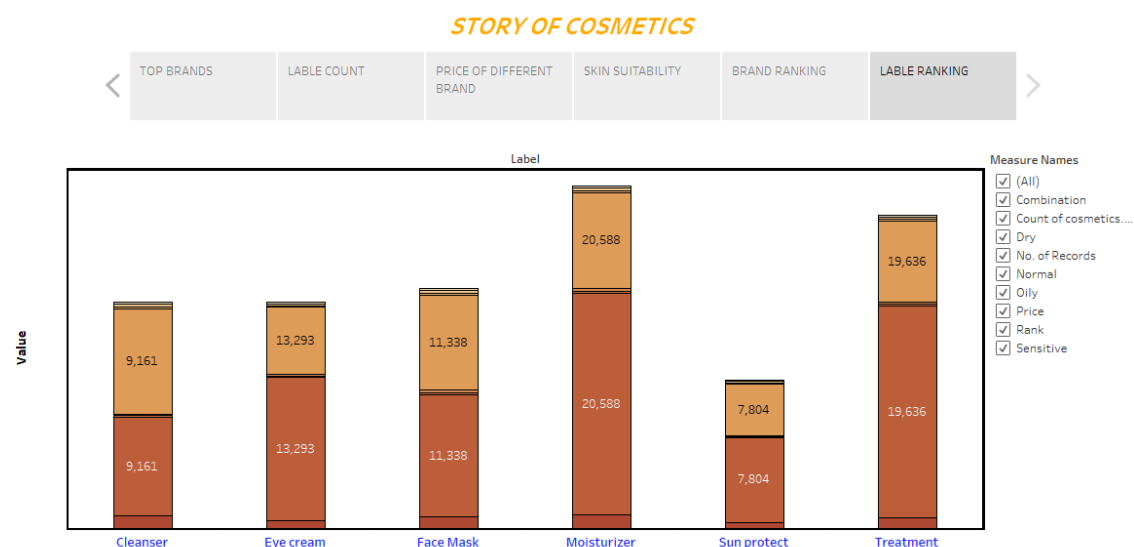


Story

Date	22 March 2025
Team ID	LTVIP2025TMID25146
Project Name	Cosmetic Insights
Maximum Marks	5 Marks

By using stories in Tableau, you can effectively communicate complex data in a way that is both interactive and engaging, making it easier for the audience to follow along and understand the insights. It's a tool for **data storytelling**, allowing you to present insights in a cohesive, engaging way that takes viewers through a logical progression of findings or analyses.

In Tableau, **Story** is a feature that allows you to create a sequence of dashboards, visualizations, and text to present data insights in a cohesive and narrative-driven way. It's like a slideshow within Tableau that guides the audience through a series of data points, helping them understand key insights, trends, or outcomes of your analysis.



Observations:

- **Label Ranking of Cosmetics:** Moisturizers and Treatments have the highest values, indicating their strong presence in the market.
- Compared to other categories, sun protection has the least value, suggesting either lower demand or fewer product variations.
- **Shiseido, Dr. Jart+, First Aid Beauty, Peter Thomas Roth, Origins, and Kiehl's since 1851** fall under the **"Not Suitable"** category for dry skin.
- **Clinique and Origins** have **both suitable and unsuitable products**, meaning consumers must check specific product details.
- **Market Dominance of Moisturizers & Treatments:** These categories are the most significant in label ranking.
- **Skin-Type Considerations Matter:** Not all products cater to every skin type; **dry skin users should be cautious** about their choices.
- **Sun Protection Needs Attention:** It has the lowest ranking, suggesting a potential gap in the market.
- **Some Major Brands May Not Suit Dry Skin:** Consumers should not assume all well-known brands cater to their specific needs.
- **Data-Driven Decision Making:** Users can apply filters and analyze cosmetic choices based on their skin type, ranking, and other metrics.