Ideation Phase
Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID50332
Project Name	Cosmetic Insights : Navigating cosmetics Trends And Consumer Insights With Tableau.
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A beauty conscious consumer	Choose cosmetics that suit my skin & style	I get confused by too many products and marketing terms	I lack trusted, personalized data on what works for my skin and tone	Frustrated and unsure about what to buy
PS-2	A cosmetics brand analyst	Understand current consumer trends to guide product launches	I can't clearly interpret buying behaviour from scattered data sources	I lack a centralized dashboard that connects sales, reviews, and demographic insights	Overwhelmed and unable to make confident, data-driven decisions