Project Design Phase Proposed Solution Template

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| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID48676 |
| Project Name | Cosmetic Insights |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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| **S.No** | **Parameter** | **Description** |
| 1 | Problem Statement (Problem to be solved) | Cosmetics companies lack a  centralized, real-time platform to analyze consumer  preferences, product  performance, and market trends, leading to delayed decisions and missed  opportunities. |
| 2 | Idea / Solution description | Cosmetic Insights is a Tableau- powered dashboard solution  that provides interactive, real- time analytics on customer  behavior, product feedback, and industry trends, helping businesses make informed decisions. |
| 3 | Novelty / Uniqueness | Unlike traditional BI tools, this solution combines consumer sentiment, product sales, and predictive analysis into a single visualization platform tailored specifically for the cosmetics  industry. |
| 4 | Social Impact / Customer Satisfaction | By understanding and responding to consumer  preferences swiftly, brands can improve product offerings, address safety concerns early, and enhance customer satisfaction and trust. |
| 5 | Business Model (Revenue Model) | Subscription-based model for cosmetics companies, offering tiered pricing based on data  volume, dashboard features, |

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|  |  | and number of users; optional  add-ons include competitor analysis modules. |
| 6 | Scalability of the Solution | Highly scalable — can be expanded across brands, regions, and product  categories. New data sources and user-specific modules can be integrated easily as the  business grows. |