


# Project Design Phase

## Proposed Solution Template

Date	June 2025
Team ID	LTVIP2025TMID50930
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

### Proposed Solution Template:

 Project team shall fill the following information in the proposed solution template.

S.NO	Parameter	Description
1.	Problem Statement (Problem to be solved)	Urban customers face delays, incorrect orders, and poor tracking in grocery delivery services, especially during peak hours and in remote areas
2.	Idea / Solution description	A smart grocery delivery platform using real-time inventory sync, optimized delivery routing (AI/ML), and customer preference learning.
3.	Novelty / Uniqueness	Uses machine learning to predict customer needs, auto-suggest repeat orders, and dynamically assign delivery agents for faster service.
4.	Social Impact / Customer Satisfaction	Saves customers time and effort, reduces food waste, and offers priority access to elderly or disabled individuals. High potential for satisfaction.
5.	Business Model (Revenue Model)	Freemium model with basic delivery free; subscription for premium services (fast delivery, preferred slots); partnerships with local stores.
6.	Scalability of the Solution	Can be scaled across multiple cities and countries by integrating with local vendors and delivery services. Cloud-based architecture supports scaling.