

# Cosmetic Insights: Navigating Cosmetics

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SmartInternz Data Analytics with  
Tableau – 2025

# Note to Evaluators & SmartInternz Team

- Faced issue: Profile showed GPCET instead of GPREC.
- Sent 4–5 emails – no response.
- Original project: Toys (worked alone).
- Reassigned to 'Cosmetic Insights' on June 25.
- No team response – completed project solo.
- Proof available if required.

# Project Overview

- Title: Cosmetic Insights: Navigating Cosmetics
- Goal: Help consumers make informed cosmetic product choices using data insights.
- Tools: Tableau, Excel

# 1\_Assignments/

- Assignment 1: Basics of data analytics
- Assignment 2: Introduction to Tableau
- Assignment 3: Data-driven storytelling

## 2\_Ideation\_Phase/

- Brainstormed real-world cosmetic buying issues.
- Created Empathy Map.
- Final Problem: 'How can we help cosmetic buyers choose smarter through data insights?'

# 3\_Requirement\_Analysis/

- Customer Journey Map: Product search to decision.
- Data Flow: Excel → Tableau → Dashboard.
- Requirements: Clean data, interactive visuals.
- Tools: Excel & Tableau.

# 4\_Project\_Design\_Phase/

- Problem-Solution Fit: Real user needs.
- Proposed Solution: Dashboard design.
- Solution Architecture: Flow of data to insights.

# 5\_Project\_Planning\_Phase/

- Created timeline and milestones:
  - - Cleaning data
  - - Chart design
  - - Dashboard building
  - - Testing & Documentation
- Worked solo but stayed on track.



# 6\_Project\_Executable\_Files/

- Dataset.xlsx – Product info
- Dashboard.twbx – Interactive visuals
- Screenshots – Key insights
- Tableau Public Link – Live dashboard access

# Dashboard Highlights

- - Top 10 Brands
- - Highest Rated Products
- - Price Distributions
- - Category Trends
- Filters by brand, category, price.

# 7\_Functional\_Performance\_Testing

## /

- Tested across systems:
- - Fast loading
- - Clear visuals
- - Working filters
- Results documented in PDF.

## 8\_Doc\_and\_Demo/

- Final Report – Covers all phases
- Video Demo – Dashboard walkthrough
- README.md – Summary and navigation

# Key Insights

- - Top-rated  $\neq$  Most expensive
- - Affordable brands also have high reviews
- - Lipsticks & foundations most common
- - Easy filtering for users

# Conclusion

- Worked independently due to communication issues.
- Followed all project structure and deadlines.
- Grateful to SmartInternz, Tableau, and GPREC
- Special Thanks to Indra Sir for Mentoring and teaching Tabelu and MySQL stuff!
- Thank you for watching.