**Ideation Phase**

**Define the Problem Statements**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID50498 |
| Project Name | cosmetic insights : navigating cosmetics trends and consumer insights with tableau |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

In today’s competitive cosmetics industry, companies face challenges in understanding customer behavior, product performance, and market trends. While vast amounts of data are available—from sales figures to online reviews—most of this data remains underutilized due to a lack of effective visualization and analysis.

**Problem Statement:**

*“How can we use data visualization to help cosmetic brands gain insights into consumer preferences, product trends, and customer feedback, in order to make better marketing and product decisions?”*

This project aims to transform raw data into interactive dashboards that provide a clear picture of what products are most loved, how customers feel about them, and how sales change over time and location.

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| **PS-1** | A cosmetics brand manager | Understand which products are performing best in the market | I don't have clear visual insights from scattered sales and review data | the data is complex, unstructured, and not visually interpreted | confused and unsure about making the right product or marketing decisions |
| **PS-2** | A marketing team member in a beauty company | Identify target customer segments and their preferences | I don’t have access to demographic-wise insights or behavioral trends | we lack a visual dashboard that combines customer data with product trends | disconnected from what customers really want and unable to launch effective campaigns |