**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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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 | 4 Marks |

**BRAINSTORMING SESSION**

During the brainstorming stage, we explored various ideas, questions, and possibilities to shape the direction of the project *"Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau."* The purpose of this session was to freely generate and discuss ideas that could help us understand the cosmetics industry better through data.

**Topics Discussed**

* What kind of data do cosmetic companies rely on?
* How can we understand consumer behavior through visual tools?
* What are the most common complaints or praises in product reviews?
* What do marketing teams need to make better decisions?
* Can we connect product pricing with popularity and ratings?

**IDEATION PHASE**

In this phase, we focused on identifying the main goals and direction of the project *"Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau."* The cosmetics industry is fast-growing and highly influenced by consumer preferences, product reviews, and changing market trends. To stay competitive, brands need proper insights that help them understand what consumers want, which products are performing well, and where improvements are needed.

We decided to use data visualization through Tableau to answer important questions like:

* Which cosmetic products are most popular?
* How do customer preferences vary based on age, gender, or region?
* What are customers saying in their reviews?
* How do sales trends change over time?

**Key Ideas Generated During This Phase:**

* **Consumer Dashboard**: An interactive dashboard to show top products by age group, gender, and location.
* **Sentiment Analysis Chart**: Visualizing product reviews to highlight common positive and negative feedback.
* **Top Brands Tracker**: A leaderboard of brands based on average rating, sales, and customer loyalty.
* **Time-Based Trends**: Monthly or seasonal trends showing sales spikes around festivals or product launches.
* **Price vs. Rating Scatter Plot**: To understand if expensive products are really rated better by users.
* **Geo Insights Map**: A map to analyze which states or regions prefer which types of cosmetic products.
* **New vs. Old Product Analysis**: Comparing newly launched products with older ones in terms of acceptance.

The aim of this phase was to define the problem clearly, brainstorm innovative ideas, identify useful data, and plan the types of dashboards that will help display insights effectively. This step gave our project a strong foundation and helped us move toward building a solution that turns raw data into meaningful and visual information.