**🗂️ Project Planning Phase – Cosmetic Insights**

**1. 🎯 Objectives**

* Develop a data-driven application using Tableau to analyze cosmetic industry trends.
* Visualize consumer preferences, product efficacy, and market dynamics.
* Empower beauty brands and stakeholders with actionable insights.

**2. 📋 Scope Planning**

* **In-Scope**:
  + Collect and clean cosmetics-related data (sales, trends, customer feedback).
  + Develop dashboards and visualizations using Tableau.
  + Enable filtering by brand, product type, region, and customer sentiment.
* **Out-of-Scope**:
  + Real-time analytics.
  + Predictive modeling or AI-based recommendations.
* **Constraints**:
  + Limited access to real-time sales data.
  + Time-bound delivery (within 3 weeks).
* **Assumptions**:
  + Sample datasets are available or can be simulated.
  + Tableau software is accessible for all team members.

**3. 🕒 Timeline & Milestones**

| **Milestone** | **Description** | **Date** |
| --- | --- | --- |
| Project Kickoff | Discussion & goal alignment | 20 June |
| Data Collection & Cleaning | Obtain and preprocess datasets | 21 June |
| Dashboard Design | Sketch layout and metrics | 23 june |
| Tableau Development | Create visualizations | 25 june |
| Testing & Feedback | Functional testing and refinements | 26 june |
| Final Deployment | Present the final dashboard | 26 june |

**4. 👥 Team Roles & Responsibilities**

| **Role** | **Member** | **Responsibility** |
| --- | --- | --- |
| Project Manager | Hemanth | Planning, Coordination, Report |
| Data Analyst | Hemanth | Data collection, cleaning, Excel prep |
| Tableau Developer | Obulesh | Dashboard creation, filtering logic |
| Tester | Ravi | Validate charts, check for errors |

**5. 🛠️ Tools & Technologies**

* **Data Handling**: Excel, Google Sheets
* **Data Visualization**: Tableau Public
* **Project Management**: Trello / Google Sheets
* **Communication**: WhatsApp / Google Meet