**Project Design Phase**

**Proposed Solution Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID50498 |
| Project Name | Cosmetic Insights |
| Maximum Marks | 2 Marks |

**📋 Proposed Solution Template – Cosmetic Insights Web App**

| **S.No.** | **Parameter** | **Description** |
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| **1** | **Problem Statement** | In the cosmetics industry, stakeholders such as marketers, product managers, and business analysts lack accessible, real-time, and visually engaging tools to understand market trends, customer preferences, and product performance. Existing tools are either too expensive, static, or difficult to use. |
| **2** | **Idea / Solution Description** | The solution is a Flask-based web application that integrates publicly available Tableau dashboards. These dashboards provide interactive and visual insights on market trends, customer demographics, and product storytelling. It offers a lightweight, no-login-required experience for users to access data in a meaningful way. |
| **3** | **Novelty / Uniqueness** | - Combines Tableau dashboards and Flask into a responsive web app |

* Provides free, public access without needing a Tableau license
* Easy to use with no technical expertise required
* Focused on cosmetics industry—a niche, visually-driven market |

| **4** | **Social Impact / Customer Satisfaction** | Empowers small and medium-sized cosmetic businesses with decision-making tools they might not otherwise afford. Increases transparency in product performance and customer preferences. Enhances customer satisfaction by promoting data-backed business strategies. |  
| **5** | **Business Model (Revenue Model)** | Initial version is open-source and educational. Future revenue models can include:

* Freemium model with paid features (custom dashboards)
* Subscription-based access for brands wanting tailored data views
* Consulting and integration services for businesses |  
  | **6** | **Scalability of the Solution** | The app is scalable across multiple industries with minor customization. More dashboards can be added with minimal backend changes. Cloud deployment ensures it can handle increasing traffic. Features like user accounts, admin dashboards, or ML-based insights can be added over time. |