

Project Design Phase-II
Technology Stack (Architecture & Stack)

Date	24 JUNE 2025
Team ID	LTVIP2025TMID48322
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

Technology Stack

Below is the technology stack used in the Cosmetics Insights Tableau project.

Component	Tool/Technology	Purpose
Data Source	CSV, JSON files	Cosmetics data and Brand,Price
Visualization	Tableau Desktop	Creating interactive dashboards and stories
Storage	Google Drive / Local	Storing raw and processed datasets
Collaboration	Google Docs, Slack	Team communication and report writing

Problem-Solution Fit canvas

Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Targeted towards cosmetics companies, product managers, marketing teams,,	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Limited data literacy, lack of technical tools, and reliance on static reports hinder timely, informed decision-making.	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Static reports, generic research tools, manual Excel dashboards, and general BI platforms with limited industry-specific insights.	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Cosmetics brands lack real-time, interactive tools to analyze consumer preferences, product feedback, and market trends effectively. This gap leads to delayed decisions, missed market opportunities, and a poor understanding of evolving customer needs.	9. PROBLEM ROOT / CAUSE RC Lack of an integrated, user-friendly analytics platform to transform raw cosmetics data into actionable, real-time insights.	7. BEHAVIOR + ITS INTENSITY BE Brands rely on outdated reports and guesswork, delaying responses to changing consumer trends.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Lack of insights into regional consumer behavior.	10. YOUR SOLUTION SL A dynamic, interactive Tableau dashboard that visualizes consumer trends, product feedback, and regional insights—enabling cosmetics brands to make faster, data-driven decisions.	8. CHANNELS of BEHAVIOR CH ONLINE Brands track trends through websites, social media, and e-commerce	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM Frustration, uncertainty, and overwhelm due to scattered data		OFFLINE Feedback is gathered via in-store interactions, surveys, and retail sales reports.	