

## Customer Journey Map

This map represents how a product strategist or analyst interacts with the Cosmetics Insights dashboard from need to insight.

| Stage    | Need                              | Action                      | Touchpoint             | Pain Point            | Opportunity                            |
|----------|-----------------------------------|-----------------------------|------------------------|-----------------------|--|
| Discover | Wants real & market trends        | Searches Excel/market data  | Emails, Files          | Data is scattered     | Single dashboard entry point           |
| Explore  | Needs regional & feature insights | Browses charts manually     | Spreadsheets, BI tools | Time-consuming        | Filter-enabled Tableau dashboard       |
| Engage   | Wants to compare Brand vs pricing | Tries custom visualizations | Excel formulas         | Lacks interactivity   | Pre-built price/spec dashboard         |
| Decide   | Prepares Trending products        | Screenshots graphs          | Presentations          | Dry data storytelling | Use Tableau story points with captions |