

Ideation Phase

Define the Problem Statements

Date	24 JUNE 2025
Team ID	LTVIP2025TMID48322
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Customer Problem Statement

I am	I'm trying to	But	Because	Which makes me feel
<div>I am a skincare-conscious consumer / cosmetic brand analyst.</div> <div>I am someone who wants healthy, glowing skin.</div>	<div>I am trying to find the right cosmetic products or understand market trends.</div> <div>I am trying to choose the right product based on my skin needs.</div>	<div>I want to choose the right cosmetic product for my skin</div> <div>I try to follow the latest beauty trends</div>	<div>Because I want to make informed decisions that suit my skin or improve brand performance.</div> <div>Because there are too many options and unclear ingredient effects.</div>	<div>What makes me feel frustrated is the lack of clear data on ingredients, brand performance, and consumer preferences.</div> <div>What makes me feel confused is not knowing what product suits me best.</div>
<div>I am a brand strategist in the cosmetics industry.</div> <div>I am a data analyst working for a beauty brand.</div>	<div>I am trying to understand which products, labels, or trends are performing well.</div> <div>I am trying to derive actionable insights from cosmetic product and customer data.</div>	<div>I aim to create successful marketing strategies for my brand</div> <div>I want to make informed skincare decisions</div>	<div>Because I need to make data-driven marketing and production decisions.</div> <div>Because this helps optimize product offerings and brand growth.</div>	<div>What makes me feel stuck is not having interactive dashboards to explore real-time insights.</div> <div>What makes me feel limited is the lack of visual tools to interpret complex data easily.</div>

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a product strategist	find products suitable for my skin type	ingredient info is unclear and scattered	there's no dashboard that explains product effects	confused and hesitant to choose
PS-2	a marketing lead	identify top-performing cosmetic categories and trends	I can't compare brand or ingredient trends easily	dashboards are not integrated across data dimensions	frustrated and data-blind
PS-3	Senior executive	present consumer trends to support product campaigns	visuals are generic and not beauty-industry focused	there's no narrative-driven dashboard in cosmetics	disconnected from insights
PS-4	market analyst	analyze which ingredients drive customer satisfaction	I can't filter by review sentiment or ingredient usage	tools are not interactive or customizable	stuck and unable to dig deeper