Project Initialization and Planning Phase:

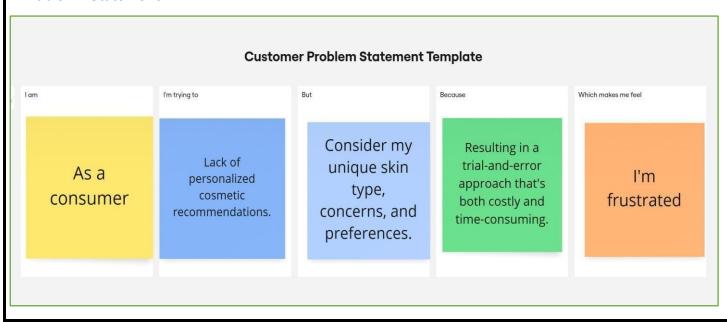
Date	3 June 2025
Team ID	LTVIP2025TMID47665
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Problem Statement -1



Problem Statement -2



Problem Statement-3 Customer Problem Statement Template I'm trying to l am Because Which makes me feel 0 I struggle to find I'm constantly As someone worried about reliable As a with allergic reactions Struggle. information consumer sensitive to new cosmetic about ingredient products. safety. skin.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a consumer	I struggle to keep up with rapidly Changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused.
PS-2	As a consumer	Lack of personalized cosmetic Recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trail- and-error approach that's both costly and time consuming.	I'm frustrated
Ps-3	As a consumer	I struggle to find Reliable information About ingredient Safey.	As someone With sensitive Skin.	I'm constantly Worried about Allergic reactions to new cosmetic products.	Struggle.