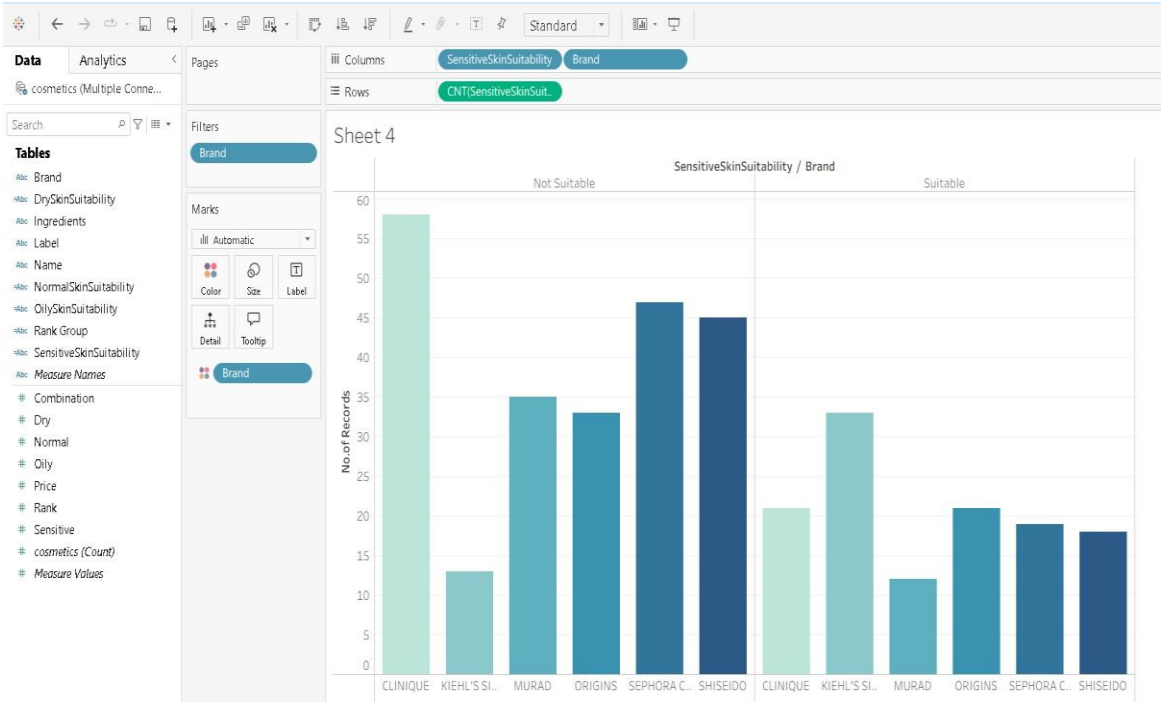
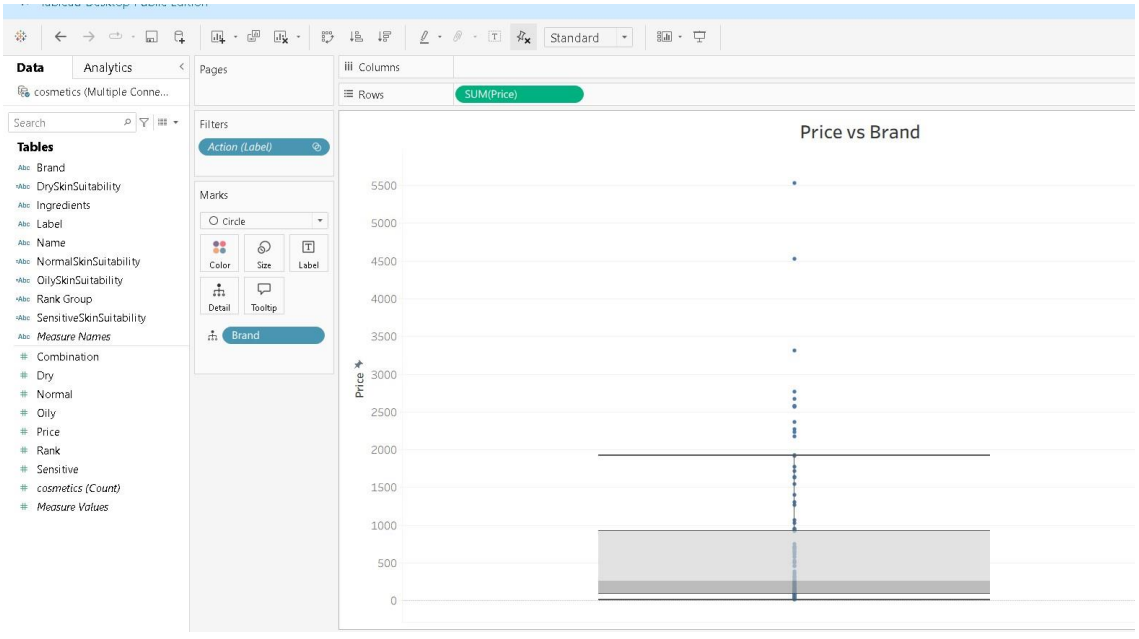
Business Question and Visualization Report

Date	18 June 2025
Team ID	LTVIP2025TMID47665
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	5 Marks

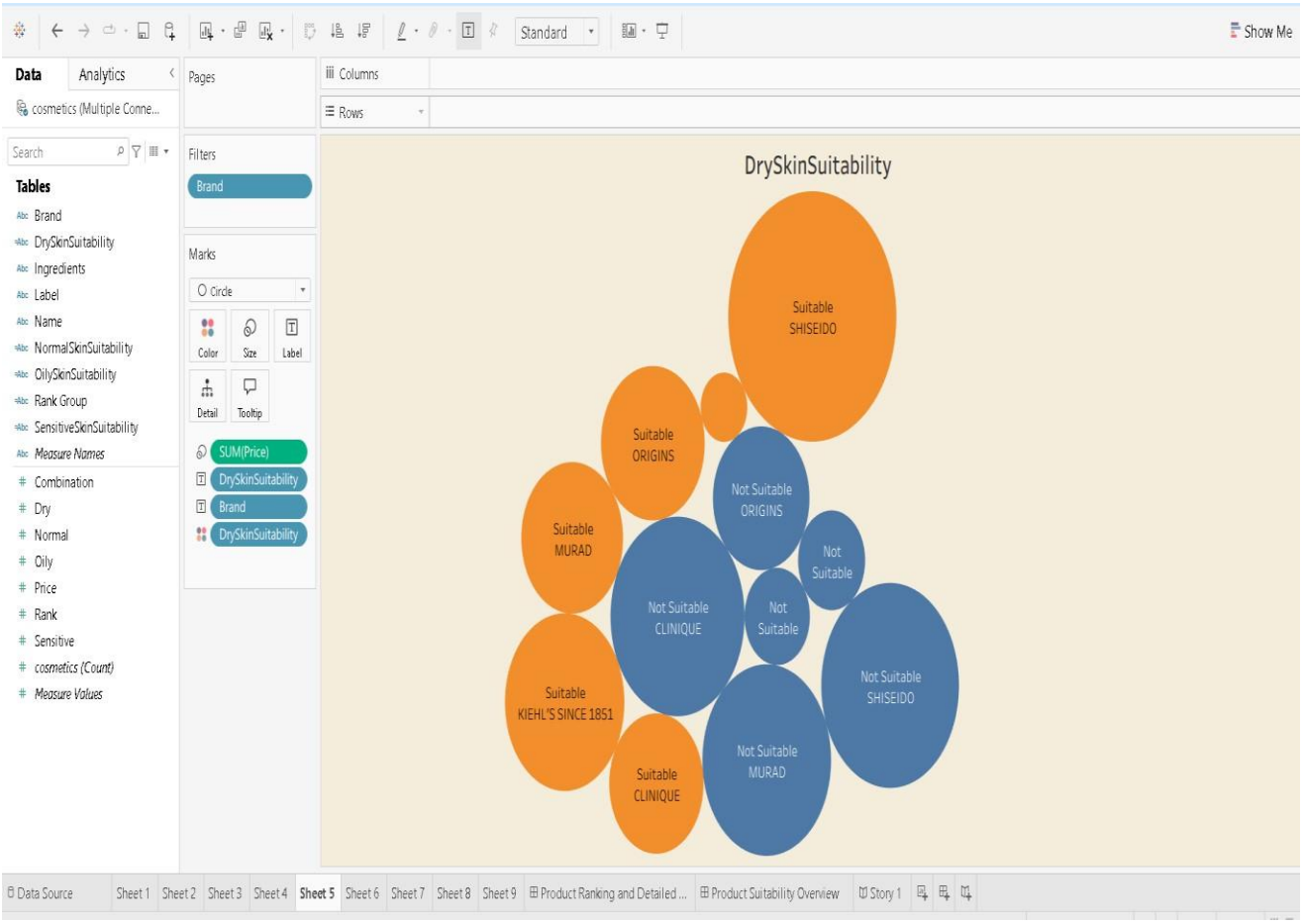
1. *Which skincare brands have the highest number of products deemed 'not suitable' for sensitive skin?*
    - *Visualization*: Side by side bar.



2. *What is the price distribution for each skincare brand?*
    - *Visualization*: Box & whisker Plot.

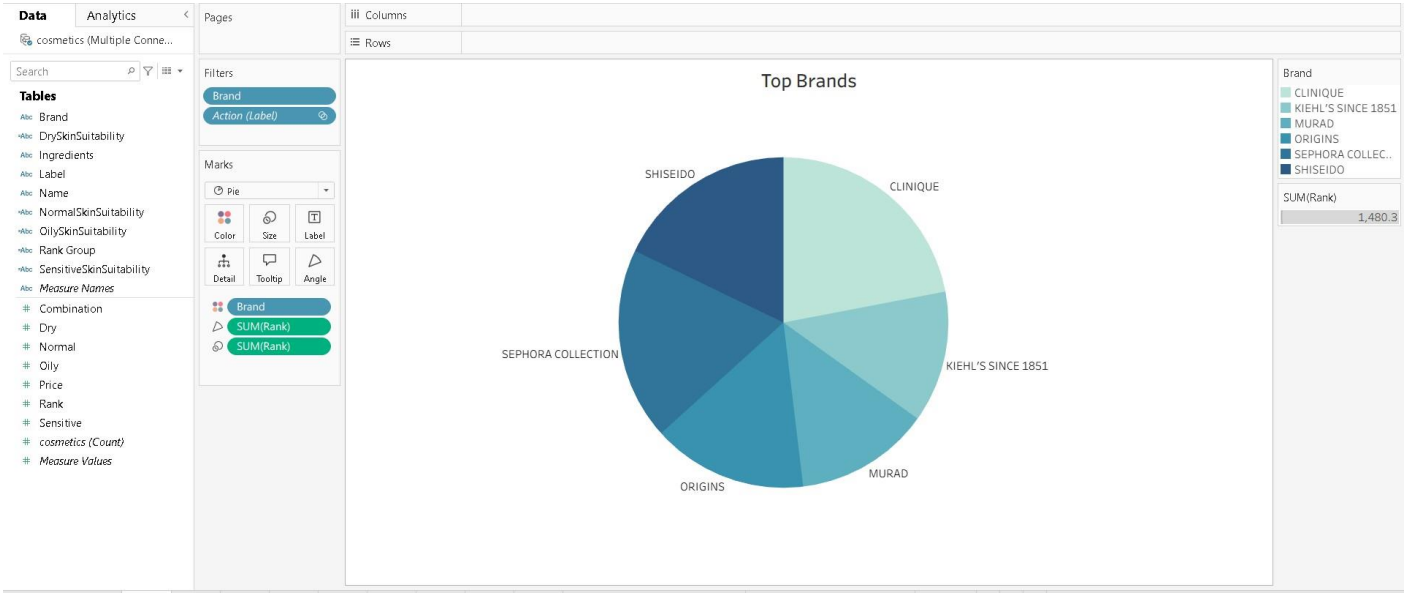


3. Which brands are most suitable for dry skin?
    - *Visualization*: Packed Bubble Chart.

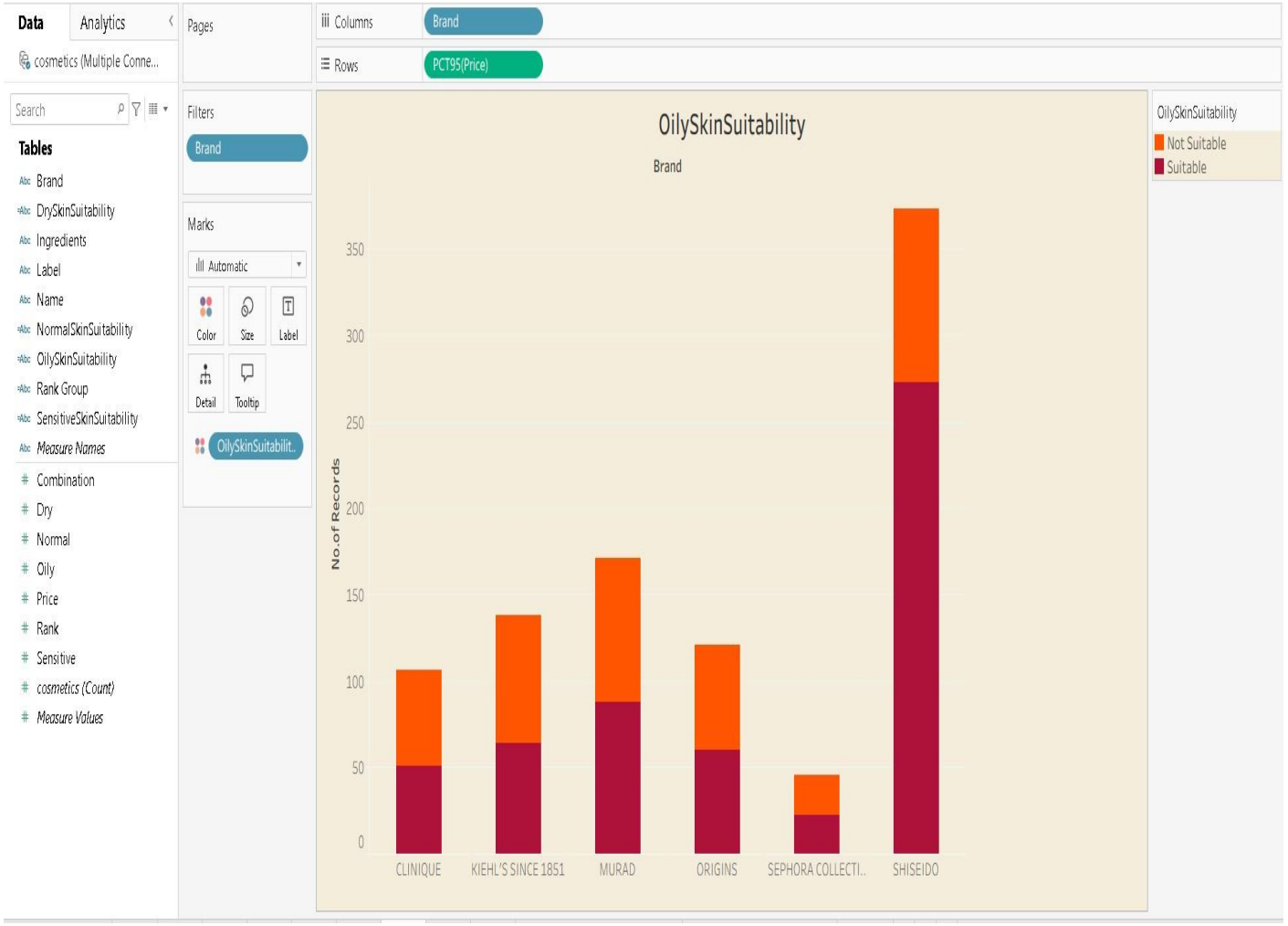


4. *Which product category has the highest number of records?*
    - *Visualization*: Bar Graph.

5. What factors contribute to a brand's high ranking?
    - *Visualization*: Pie chart.

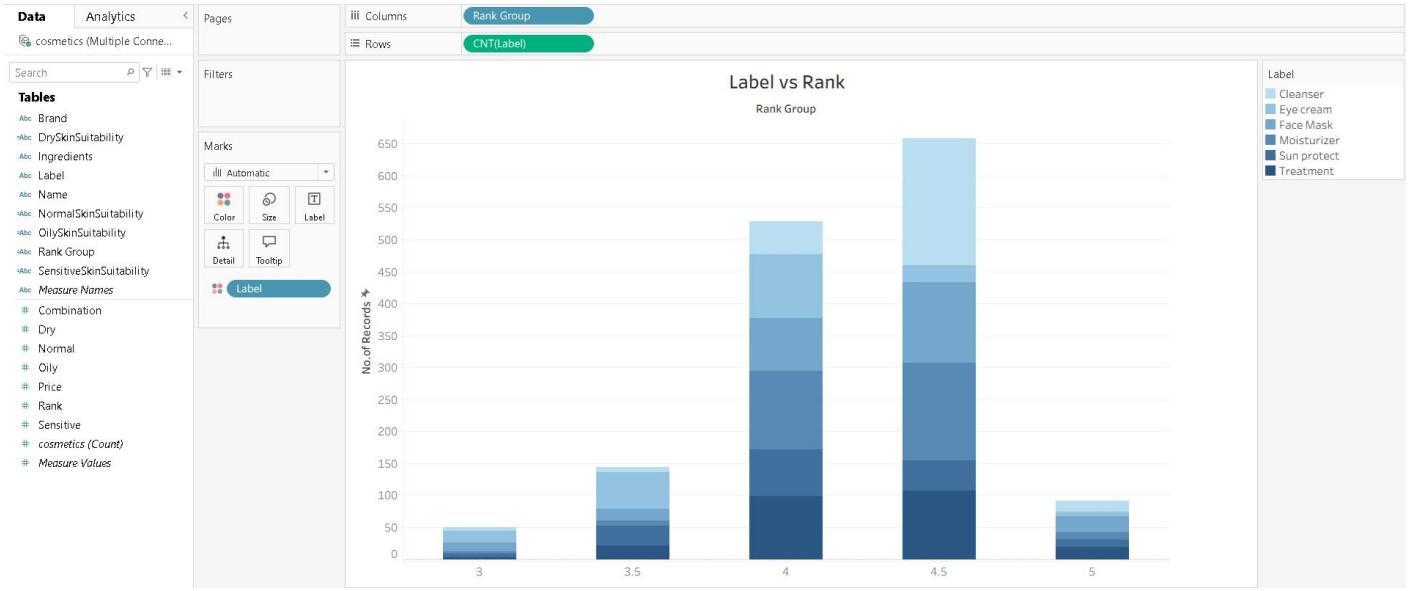


6. Which brands have the highest number of products NOT suitable for oily skin?
    - *Visualization*: Stacked Bars.



7. How does the average rank of different brands compare to each other?
    - *Visualization*: Stacked Bars.

8. Which skincare product category has the highest average rank and how does it compare to other categories?
    - *Visualization*: Horizontal bar chart.


Data
Analytics
cosmetics (Multiple Conne...
Search
Tables
Brand
DrySkinSuitability
Ingredients
Label
Name
NormalSkinSuitability
OilySkinSuitability
Rank Group
SensitiveSkinSuitability
Measure Names
Combination
Dry
Normal
Oily
Price
Rank
Sensitive
cosmetics (Count)
Measure Values
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Label
Columns
Rank Group
Rows
CNT(Label)
Label vs Rank
Rank Group
No.of Records
650
600
550
500
450
400
350
300
250
200
150
100
50
0
3
3.5
4
4.5
5
Label
Cleanser
Eye cream
Face Mask
Moisturizer
Sun protect
Treatment