

Project Design Phase
Proposed Solution Template

Date	29 June 2025
Team ID	LTVIP2025TMID47528
Project Name	Cosmetic Insights: Navigating cosmetics Trends Consumer Insights with Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The cosmetic industry lacks data-driven approaches to understand evolving consumer preferences, trend patterns, and product effectiveness. Businesses often miss timely insights into customer behavior, leading to ineffective product development and marketing strategies.
2.	Idea / Solution description	This project uses Tableau to analyze and visualize cosmetic product trends and consumer insights. By leveraging real-world datasets, it highlights user preferences, product popularity, and demand patterns. Dashboards and visualizations enable companies to make strategic decisions regarding product launches, marketing, and customer engagement.
3.	Novelty / Uniqueness	Unlike generic dashboards, this project combines trend analytics, user sentiment, and sales performance into a single interactive visualization platform. It integrates multiple KPIs (Key Performance Indicators) to offer a holistic view, empowering both cosmetic brands and consumers with real-time, actionable insights.
4.	Social Impact / Customer Satisfaction	The solution enhances consumer satisfaction by aligning product offerings with actual needs and preferences. It also empowers consumers with transparency. For brands, it reduces wastage, increases personalization, and promotes sustainability by focusing on what customers actually want.

5.	Business Model (Revenue Model)	<p>The solution can be monetized as a B2B SaaS model where cosmetic companies subscribe to access analytics dashboards. Additional revenues can be generated via:</p> <p>Custom dashboard creation</p> <p>Data consulting</p> <p>Insight reports for product innovation and market expansion</p>
6.	Scalability of the Solution	<p>The framework is scalable across geographies, brands, and product categories. It can be extended to include social media analytics, influencer trends, and real-time sales data. The same model can also be applied to other consumer goods industries.</p>