Story

| Date	18 March 2025
Team ID	LTVIP2025TMID21784
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau.
Maximum Marks	5 Marks

By using stories in Tableau, you can effectively communicate complex data in a way that is both interactive and engaging, making it easier for the audience to follow along and understand the insights. It's a tool for **data storytelling**, allowing you to present insights in a cohesive, engaging way that takes viewers through a logical progression of findings or analyses.
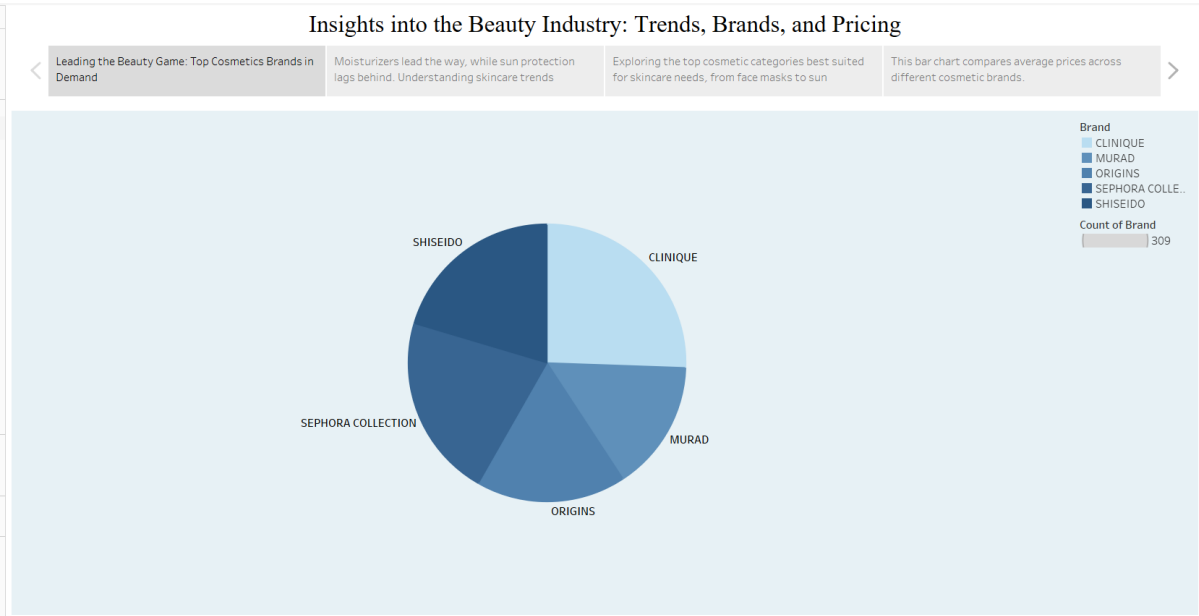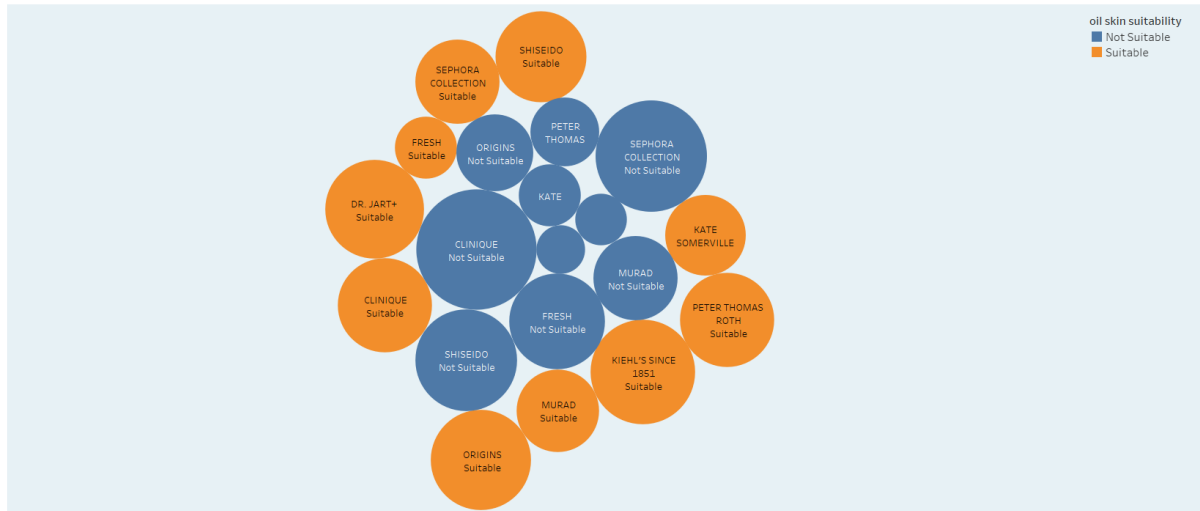

Observations:

- **Top Cosmetics Brand in Demand:** *Clinique* leads in demand, followed by *Sephora Collection* and *Shiseido*.

- **Market Distribution:** The pie chart shows a balanced share among major brands, with *Murad* and *Origins* having a moderate presence.

- **Brand Popularity Insight:** The data highlights the competitive landscape, showcasing consumer preferences for premium cosmetic brands.

- **Total Brand Count:** The dataset includes a total of **309** brand entries, providing a comprehensive analysis of the market.

Analyzing Cosmetic Brand Suitability Across Skin Types

Observations:

- **Suitability Varies Across Brands:** Some cosmetic brands are suitable for oily skin, while others are not.

- **Brands Suitable for Oily Skin:** Brands like **Shiseido, Sephora Collection, Fresh, Dr. Jart+, Origins, and Clinique** are found to be suitable.

- **Brands Not Suitable for Oily Skin:** Brands like **Peter Thomas, Murad, Sephora Collection, and Clinique** are not recommended for oily skin.

- **Consumer Decision Support:** This analysis helps users choose products tailored to their skin type, improving skincare choices.