

Project Initialization and Planning Phase

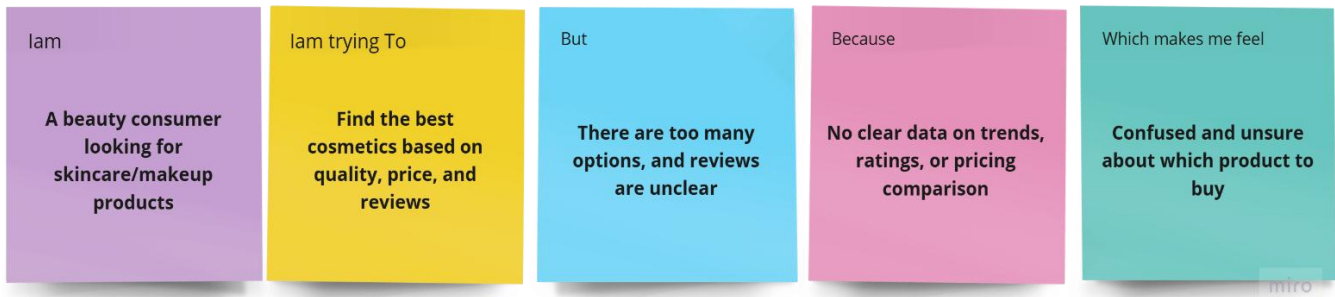
Date	10 March 2025
Team ID	LTVIP2025TMID21784
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

Define Problem Statements (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 your customers' challenges. 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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a beauty consumer	find the best cosmetics based on quality, price, and reviews	there are too many options, and reviews are unclear	there is no clear data on trends, ratings, or pricing comparison	confused and unsure about which product to buy
PS-2	A beauty shopper	Finds the best skincare products	There are too many options	I don't know which ones actually work	Confused and frustrated

Problem Statement (PS) – 1



Problem Statement (PS) - 2

