

Project Initialization and Planning Phase

Date	11 March 2025
Team ID	LTVIP2025TMID21784
Project Title	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

Project Proposal (Proposed Solution) template

This project proposal outlines a solution to address a specific problem. With a clear objective, defined scope, and a concise problem statement, the proposed solution details the approach, key features, and resource requirements, including hardware, software, and personnel.

Project Overview	
Objective	Analyze cosmetic trends and consumer insights using Tableau.
Scope	Covers data collection, cleaning, and visualization of Sephora data.
Problem Statement	
Description	Consumers struggle to choose beauty products due to overwhelming options and unclear reviews.
Impact	Help users make informed choices, improving satisfaction and brand trust.
Proposed Solution	
Approach	<ul style="list-style-type: none"> - Clean and analyze cosmetics data. - Create Tableau dashboards for trends and insights.
Key Features	<ul style="list-style-type: none"> - Product popularity, ratings, and pricing insights. - Visual trends across categories. - Customer sentiment analysis.

Resource Requirements

Resource Type	Description	Specification/Allocation
Hardware		
Computing Resources	CPU/GPU specifications, number of cores	Acer-ALG gaming laptop, AMD/NVIDIA GPU
Memory	RAM specifications	16 GB RAM
Storage	Disk space for data, models, and logs	1 TB SSD
Software		
Frameworks	Python frameworks	Flask
Libraries	Additional libraries	pandas, NumPy, scikit-learn, matplotlib
Development Environment	IDE, version control	Spyder (via Anaconda)
Data		
Data	Source, size, format	Cosmetic.csv, Kaggle