

Data Collection and Preprocessing Phase

Date	13 March 2025
Team ID	LTVIP2025TMID21784
Project Title	<i>Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau</i>
Maximum Marks	10 Marks

Data Exploration and Preprocessing Template

Section	Description
Data Overview	The dataset includes cosmetic product details such as brand, price, ingredients, and suitability for different skin types.
Data Cleaning	Handled missing values in price and skin suitability attributes, removed duplicate product entries.
Data Transformation	Filtered data by product category, sorted. brands by ranking, and created calculated fields for price averages
Data Type Conversion	Converted price and ranking columns to numerical format for accurate analysis.
Column Splitting and Merging	Extracted key ingredients from descriptions and merged related brand categories.
Data Modeling	Established relationships between brands, product categories, and skin suitability using Tableau.
Save Processed Data	Stored cleaned data for visualization and further analysis in Tableau.