

Dashboard Design

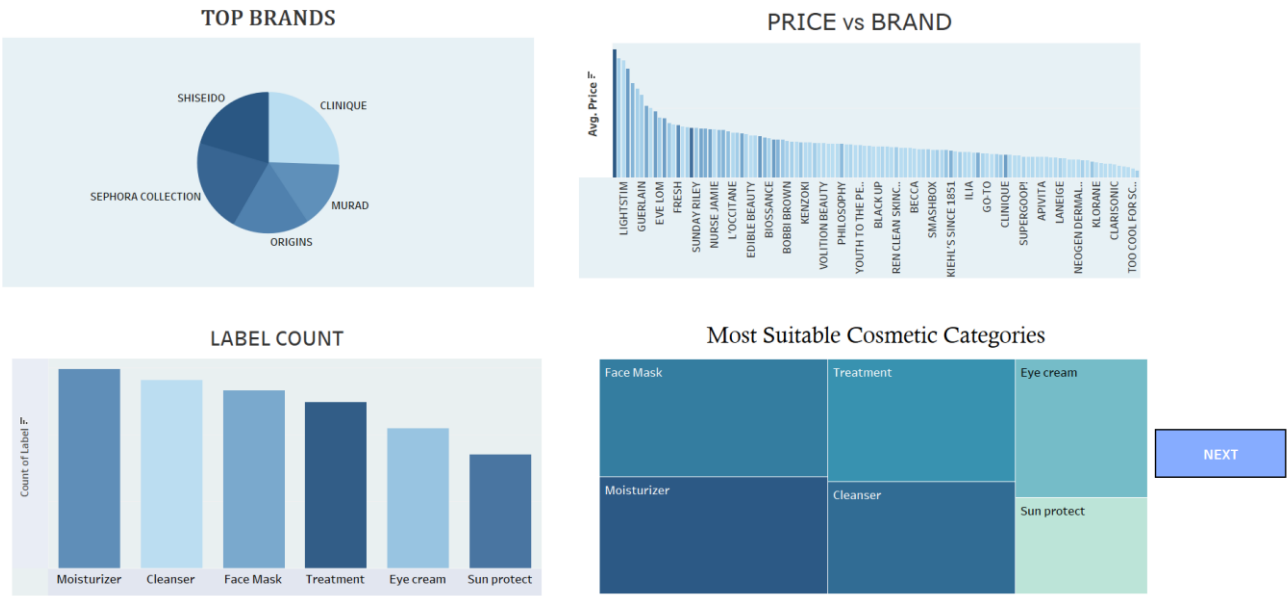
Date	16 March 2025
Team ID	LTVIP2025TMID21784
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights With Tableau
Maximum Marks	5 Marks

Activity 1: Interactive and visually appealing dashboards

- Clear and Intuitive Layout
- Use Appropriate Visualizations
- Colour and Theming
- Interactive Filters and Slicers
- Drill-Down Capabilities
- Responsive Design
- Custom Visuals and Icons
- Use of Infographics

I.

Cosmetic Brand & Category Analysis: Popularity, Pricing, and Suitability

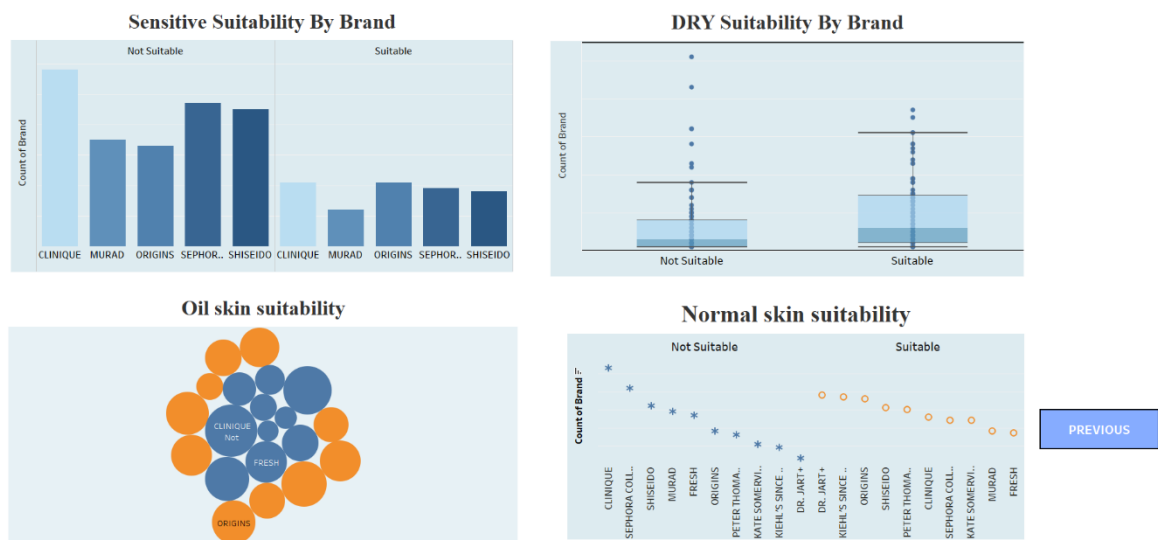


Here are five potential outcomes from the dashboard image provided:

1. **Top Brands:** Leading cosmetic brands include Shiseido, Clinique, Murad, Sephora Collection, and Origins.
2. **Price vs Brand:** Brands like Lightstim, Guerlain, and Eve Lom have higher average prices.
3. **Label Count:** Popular product types are Moisturizer, Cleanser, Face Mask, Treatment, Eye Cream, and Sun Protect.
4. **Most Suitable Categories:** Key skincare categories include Face Mask, Treatment, Moisturizer, and Cleanser.
5. **Brand Pricing Trend:** Luxury brands like Lightstim and Guerlain are priced higher, while budget-friendly options include Too Cool for School and Clarisonic.

II.

Brand-Wise Suitability Analysis for Different Skin Types



1. **Sensitive Skin Suitability:** Brands like **Clinique** and **Sephora Collection** have a higher count of products marked as unsuitable for sensitive skin.
2. **Dry Skin Suitability:** The box plot shows a wide variation in product suitability, indicating that some brands cater well to dry skin, while others do not.
3. **Oily Skin Suitability:** Brands such as **Clinique**, **Fresh**, and **Origins** have both suitable and unsuitable products for oily skin, suggesting mixed effectiveness.
4. **Normal Skin Suitability:** The dot plot highlights brands like **Murad** and **Fresh**, which have a higher count of suitable products for normal skin compared to others.

