

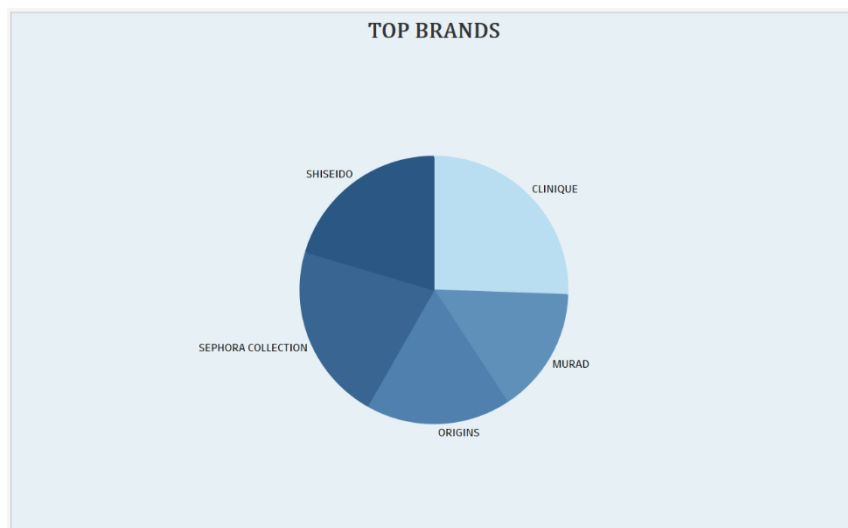
## Business Question and Visualization Report

Date	15 March 2025
Team ID	LTVIP2025TMID21784
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	5 Marks

### Business Questions and Visualisation

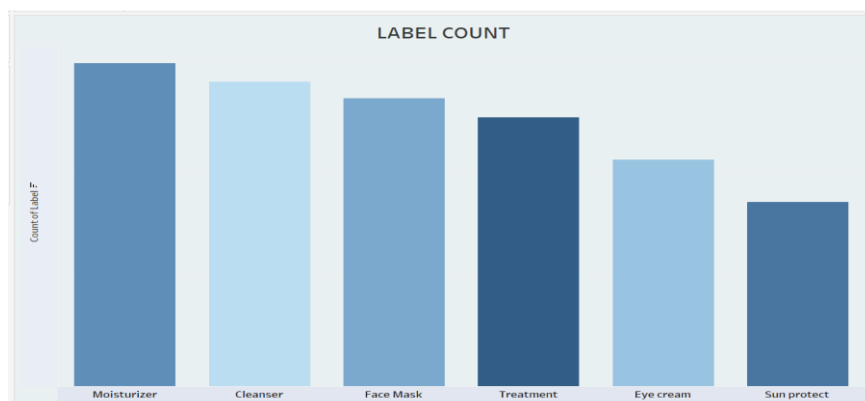
**1. Which cosmetic brand holds the largest market share, and how does it compare to other top brands in terms of consumer preference?**

- *Visualization:* Pie chart showing the distribution of top cosmetic brands based on market presence.
- *Screenshot of visualisation*



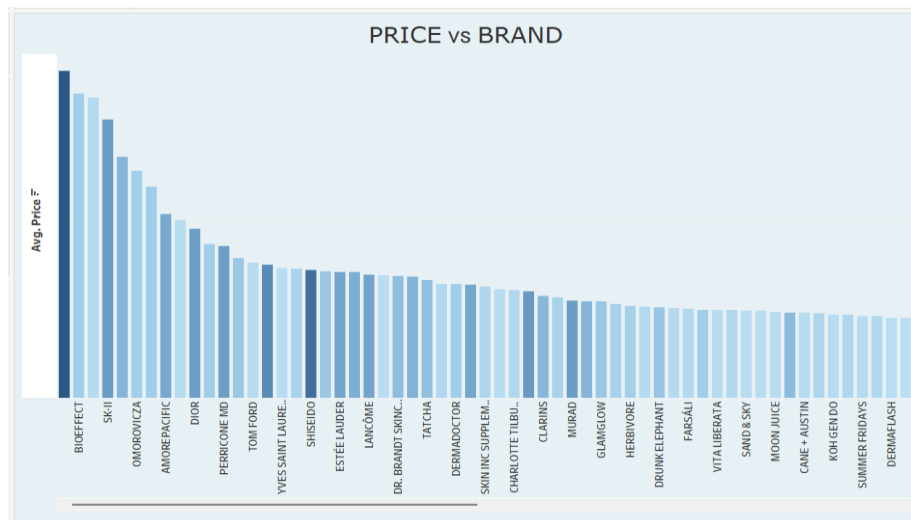
**2. Which cosmetic product categories have the highest consumer engagement based on label count?**

- *Visualization:* Bar chart showing the count of different cosmetic product labels.
- *Screenshot of visualisation*



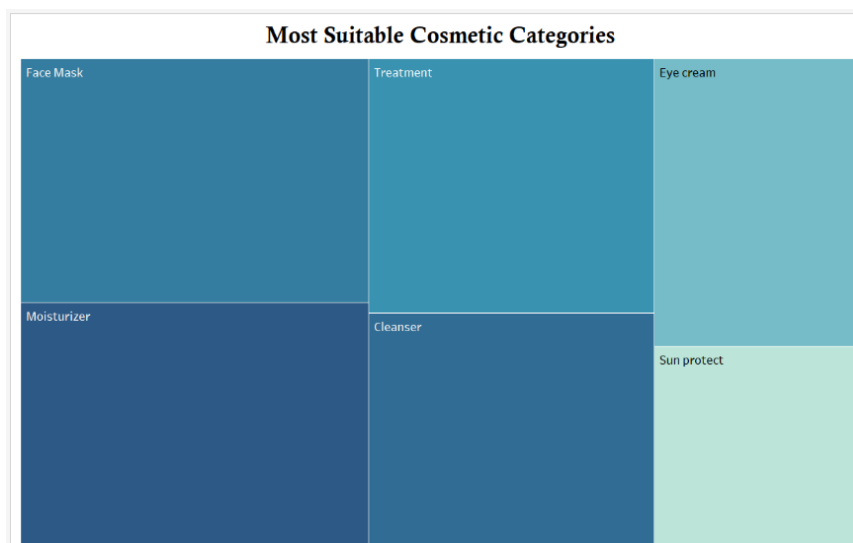
### 3. How do different cosmetic brands compare in terms of average price?

- *Visualization:* Bar chart showing the average price of various cosmetic brands
- *Screenshot of visualisation*



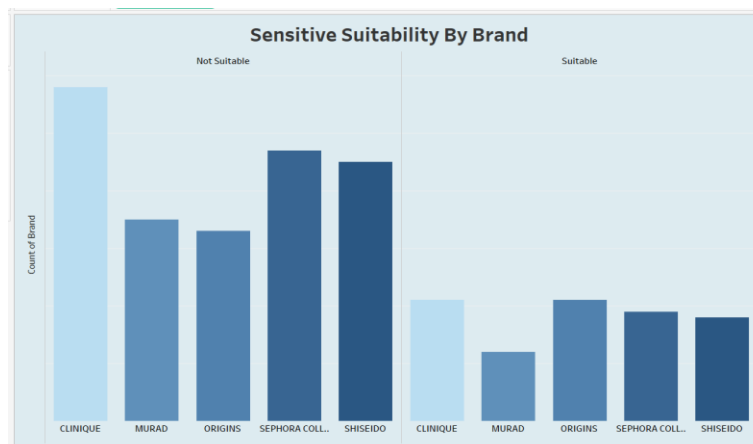
### 4. Which cosmetic categories are the most suitable based on popularity or relevance?

- *Visualization:* Treemap representing different cosmetic categories based on their suitability.
- *screenshot of visualization*



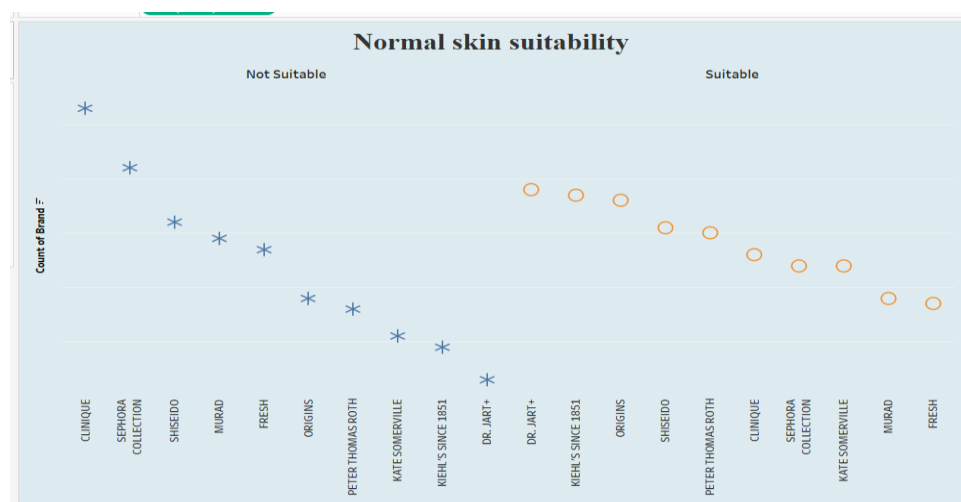
## 5. How do different cosmetic brands compare in terms of suitability for sensitive skin?

- *Visualization* A bar chart divided into "**Suitable**" and "**Not Suitable**" categories for different brands, showing their counts.
- *Screenshot of visualisation*



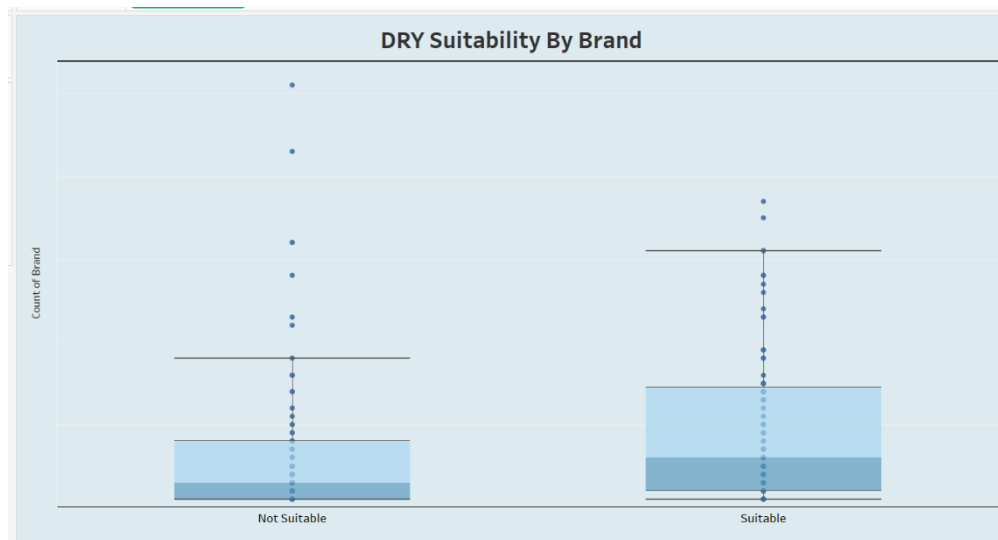
## 6. How suitable are different cosmetic brands for normal skin?

- *Visualization:* A **scatter plot** categorizing brands into "**Not Suitable**" (blue stars) and "**Suitable**" (orange circles) for normal skin.
- *Screenshot of visualisation:*



**7. Which brands are more suitable for dry skin based on product distribution?**

- *Visualization:* The box plot shows brand distribution based on dry skin suitability, with more brands offering suitable products
- *Screenshot of visualisation*



**8. Which brands are most and least suitable for oily skin based on customer data?**

- *Visualization:* The bubble chart displays brand suitability for oily skin, with orange indicating suitability and blue indicating non-suitability.
- *Screenshot of visualisation*

