

## Ideation Phase

### Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID50053
Project Name	Cosmetic Insights: Navigation cosmetics trends and consumer insights using Tableau
Maximum Marks	4 Marks

#### Empathy Map Canvas:

#### WHO are we empathizing with?

##### Primary Users:

- Cosmetic brand managers
- Marketing analysts
- Product developers in the beauty industry
- Retailers selling cosmetics
- Skincare and beauty influencers
- Consumers curious about trends

##### Key Stakeholders:

- Data analysts using Tableau
  - Business decision-makers
  - Sales teams
  - Marketing teams
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#### What do they NEED TO DO?

- Understand emerging cosmetic trends quickly.
  - Visualize complex consumer data in an easy, interactive way.
  - Identify top-performing brands and products.
  - Analyze consumer preferences (e.g., suitability for skin types).
  - Track how labels and rankings affect buying decisions.
  - Make data-driven product development and marketing strategies.
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#### What do they SEE?

- Vast amounts of scattered cosmetic sales and feedback data.
- Fragmented or outdated reports.
- Competitors leveraging data visualization tools.
- New trends constantly changing (K-beauty, clean beauty, vegan, etc.).
- Shifts in consumer behavior post-pandemic.

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## What do they SAY?

- *“We need clear dashboards to track market trends.”*
- *“It’s hard to make sense of raw data.”*
- *“We want to know what consumers really care about.”*
- *“We need to justify decisions with solid insights.”*
- *“We’d like to see visual stories, not just spreadsheets.”*

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## What do they DO?

- Collect and store large datasets.
- Create basic charts and reports in Excel or older tools.
- Manually prepare presentations for stakeholders.
- Spend a lot of time cleaning and merging data.
- Rely on intuition when insights are unclear.

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## What do they HEAR?

- From leadership: *“Bring innovative, data-backed recommendations.”*
- From industry: *“Visualization is key to competitive advantage.”*
- From peers: *“Better dashboards save us time.”*
- From consumers: *“We want transparency and personalization.”*

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## PAINS

- Time-consuming data cleaning and reporting.
- Lack of user-friendly, interactive visuals.
- Difficulty understanding consumer segmentation.
- Missed opportunities due to delayed insights.
- Inability to clearly present data to non-technical stakeholders.

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## GAINS

- Easy-to-use Tableau dashboards to explore trends interactively.
  - Faster, clearer decision-making.
  - Better targeting of marketing campaigns.
  - More innovative, consumer-driven product lines.
  - Increased competitiveness in the cosmetic market.
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## Solution Statement

**“Cosmetic Insights” empowers cosmetic brands and analysts to explore, visualize, and understand cosmetic trends and consumer preferences using Tableau — turning scattered data into actionable insights for better products and smarter marketing.”**

Example:

