# **Project Initialization and Planning Phase:**

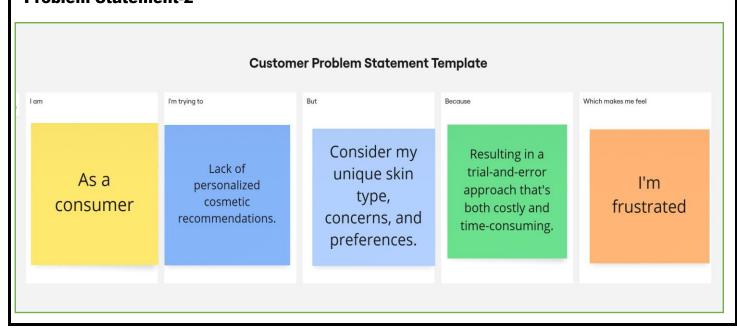
Date	27 March 2025
Team ID	LTVIP2025TMID26733
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

# **Define Problem Statements (Customer Problem Statement Template):**

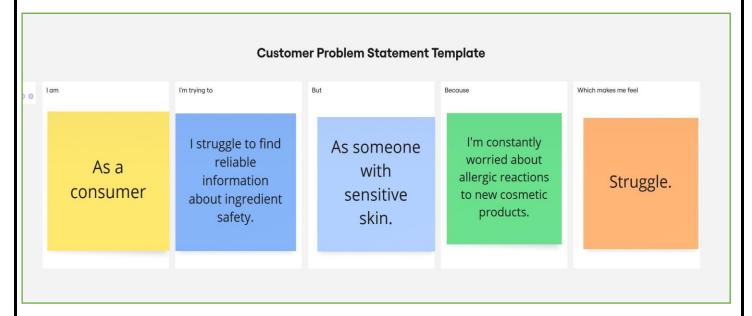
#### **Problem Statement-1**



### **Problem Statement-2**



# **Problem Statement-3**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a consumer	I struggle to keep up with rapidly Changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused.
PS-2	As a consumer	Lack of personalized cosmetic Recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trail- and-error approach that's both costly and time consuming.	I'm frustrated
Ps-3	As a consumer	I struggle to find  Reliable information  About ingredient  Safey.	As someone With sensitive Skin.	I'm constantly Worried about Allergic reactions to new cosmetic products.	Struggle.