

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID50532
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

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.

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- Fragmented or outdated reports.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.

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.”

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.

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.”

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.

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.

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:

Says

- "I want products that suit my skin type."
- "I prefer cruelty-free or organic brands."
- "Too many options confuse me."
- "I rely on influencers for honest reviews."

Thinks

- "Will this product cause breakouts?"
- "Is this worth the price?"
- "Should I try something new or stick to my brand?"
- "How will this look on my skin tone?"

Cosmetic Brand Analyst

Does

- Checks YouTube/Instagram before purchasing
- Compares prices on multiple platforms
- Reads reviews carefully
- Follows trends & tries new products occasionally

Feels

- Excited about new product launches
- Frustrated when products don't match expectations
- Overwhelmed by too many options
- Loyal to brands that match her values

[See an example](#)