

Project Design Phase

Solution Architecture

Date Id	28-06-2025
Team Id	LTVIP2025TMID50532
Project Name	Cosmetic Insights : Navigation cosmetics trends and consumer insights using Tableau
Maximum Marks	4 Marks

Solution Architecture:

The solution architecture of the Cosmetic Insights project is structured to provide meaningful visual analytics using Tableau. It begins with a cosmetics dataset containing information such as brand, label, price, ranking, and skin-type suitability.

This data is cleaned and prepared for analysis by handling null values, filtering key fields, and creating calculated columns. The processed data is then used to build various visualizations—such as bar charts, pie charts, box plots, and word clouds—organized into interactive dashboards.

Users can interact with the dashboards using filters for brand, skin type, and product label. Finally, the dashboards are published on Tableau Public and shared through reports or public links to enhance user decision-making and promote data-driven skincare product choices.

Solution architecture is a complex process—with many sub-processes—that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.
- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.
- Define features, development phases, and solution requirements.

- Provide specifications according to which the solution is defined, managed, and delivered.

