Project Design Phase
Proposed Solution Template

Date	22 June 2025
Team ID	LTVIP2025TMID49745
Project Name	Cosmetic insights:Navigating Cosmetic Trends and Consumer insights with Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	**Problem Statement (Problem to be solved)**	The cosmetics industry faces challenges in understanding fast-changing consumer preferences and market trends. Companies lack real-time insights into what customers want, where demand is increasing, and how product lines are performing across regions.
2.	**Idea / Solution description**	This project uses Tableau to develop interactive dashboards and visualizations that help cosmetic companies track consumer behavior, product performance, and market trends. The system allows users to filter data by demographics, product categories, time periods, and geographic regions to uncover actionable insights.
3.	**Novelty / Uniqueness**	Unlike traditional static reports, this solution leverages dynamic visual storytelling with Tableau, enabling instant decision-making. It merges customer behavior data with trend analytics for a 360-degree view—something not commonly available in standard cosmetic analytics.
4.	**Social Impact / Customer Satisfaction**	The solution helps brands offer more personalized, diverse, and ethical products based on real customer needs. It improves satisfaction by enabling companies to respond quickly to customer feedback, regional demands, and sustainability concerns.

5.	**Business Model (Revenue Model)**	The business model is SaaS-based (Software as a Service). Cosmetic companies subscribe monthly or annually to access dashboards, trend reports, and custom analytics tools. Freemium and premium tiers provide scalability.
6.	**Scalability of the Solution**	The solution is scalable across industries (skincare, haircare, makeup), markets (domestic and global), and functions (marketing, R&D, sales). It supports multi-language and multi-format data and can integrate with CRM or ERP systems.