COSMETIC CUSTOMER JOURNEY MAP

COSMETIC INSIGHTS - NAVIGATING COSMETICS TRENDS AND CONSUMER INSIGHTS WITH TABLEAU

ENTER: Enable analysts, marketing teams, and executives accessing, analyzing, and utilizing Tableau visualizations for cosmetic trends and consumer insights to drive strategic decisions.

Detailed Cosmetic Insights Analysis :

ENTER	ENTICE	ENGAGE	ENGAGE	EXIT	EXTEND	EXTEND	EXTENSION
INITIAL SYSTEM GERMIN	Discover & end Insights	Core executed activities	Permit: Operation	Insights distribution	Implementation	Monitoring	Communication
ACCESS TABLEAU DASHBOARD **USER LOGS INTO THE TABLEAU DASHBOARD TO EXPLORE AND ANALYZE COSMETIC SALES, CONSUMER BEHAVIOR, AND MARKET TRENDS.**	Review Sales & Market Data Overview User navigates dashboards to understand overall product performance, market share, and sales trends.	Analyze Product Performance & Trends User explores data to identify best-selling products, emerging trends, and areas for improvement.	Examine Consumer Demographics User analyzes scenarios based on consumer age, gender, location, and purchase history.	Generate Key Insights User synthesizes data to derive actionable insights regarding consumer preferences and market shifts.	Track Marketing Campaign Performance User monitors the effectiveness of cosmetic campaigns, promotions, and new product launches.	Refine Marketing & Product Strategies User uses insights to adjust targeting, messaging, and product development roadmaps.	Expand Product Offerings Implement new product lines or market segments based on identified opportunities.
THINGS: SALES DATA STREAMS, SOCIAL MEDIA SENTIMENT, COMPETITOR DATA FEEDS.	Things: SKU performance by region, channel mix analysis, consumer segment deep-dives.	Things: Product lifecycle analysis, trend forecasting, category growth insights.	Things: Customer age groups, income brackets, lifestyle segmentation, loyalty tiers.	Things: Top performing ingredients, packaging preferences, brand perception insights.	Things: Campaign ROI, customer acquisition cost, conversion rates by channel.	Things: A/B testing results, customer feedback loops, market response to changes.	Things: New market entry analysis, strategic partnerships, brand diversification.
ACCESS TABLEAU CASHBOARD QUICKLY RETRIEVE REAL-TIME DATA ON SALES, INVENTORY, AND	Understand Consumer Behavior & Preferences Help stakeholders grasp purchasin	Optimize Product Portfolio Clear visualization to identify underperforming products and areas for	Study Ingredient & Formulation Trends Feature analysis based on popular ingredients,	Generate Actionable Recommendations User synthesizes insights into concrete, actionable recommendations for	Measure Brand Health & Customer Satisfaction Monitor key metrics related to brand perception, customer	Identify Untapped Market Opportunities Transform data patterns into actionable insights	Goals & Motivations Increase market share, enhance brand loyalty, drive innovation.

CUSTOMER FEEDBACK.	g patterns, product preferences, and usage habits.	portfolio optimization.	formulation types, and clean beauty preferences.	product development and marketing.	loyalty, and overall satisfaction.	for identifying new market niches.	
HELP QUICK DECISION-MAKING ON INVENTORY, PRICING, AND PROMOTIONAL STRATEGIES	Understand how product features and benefits impact consumer satisfaction and repeat purchases	Provide clear visualizations for identifying high-impact marketing initiatives and optimizing spend.	Analyze multi-dimensional data to uncover hidden correlations between product attributes and consumer appeal.	Deliver validated, data-driven insights to leadership for strategic decision-making.	Gain executive buy-in and appreciation for data-driven strategic insights.	Empower data-driven adjustments to improve market positioning and competitive advantage	Continuously execute data-driven strategies for sustained growth and innovation.

Cosmetic Customer Journey Map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	Views online ad, sees social media post from influencer, hears about new product from friends.	Conducts research on ingredients, reads product reviews, compares brands and pricing online.	Adds product to cart on e-commerce site, completes purchase, visits store to buy.	Receives product, contacts customer service for usage tips, reads product documentation.	Makes another purchase, shares positive experience on social media, recommends to friends.
TOUCHPOINTS	Social media (Instagram, TikTok), influencer collaborations, online ads, beauty magazines, TV commercials.	Brand website, e-commerce platforms (Sephora, Ulta, Nykaa), beauty blogs, review sites (e.g., MakeupAlley, Influenster).	Brand e-commerce website, mobile app, physical retail store POS, beauty consultant.	Email (order confirmation, shipping updates), chatbot, brand's FAQ page, phone support, unboxing experience.	Loyalty program emails, exclusive offers, social media community groups, refer-a-friend programs, personalized recommendations.
CUSTOMER EXPERIENCE	Curious, intrigued, discovering new options.	Informed, evaluating, discerning, sometimes overwhelmed by choices.	Excited, confident, anticipating arrival of product, fulfilled.	Supported, sometimes frustrated if issues arise, seeking clarity, learning.	Delighted, advocated, connected with the brand, feeling valued, confident in product choice.

CUSTOMER JOURNEY MAP

STAGE	AWARENESS	CONSIDERATION	PURCHASE	RETENTION	ADVOCACY
Touchpoints	Social media, Ads, Blogs, SEO	Website, Reviews, Webinars, Consultations	E-commerce, In-store, Sales team	Onboarding emails, Customer Support	Social Media, Word of Mouth, Testimonials
Customer Action	Seeing an ad, reading a blog, visiting a site	Comparing options, reading reviews	Adding to cart, completing payment	Using the product and reaching out to support when needed	Recommending to others, sharing feedback
Customer Experience	😐	🙂	😃	😠	😍
Pain Points	Overwhelmed by too many options	Insufficient product information	Complicated checkout process	Frustration due to delays in support and unclear onboarding	Lack of reward for referrals
Opportunities	Create targeted and clear messaging	Provide detailed FAQs and testimonials	Simplify purchase steps, offer support	Implement user-friendly onboarding tools for a smoother experience	Launch referral programs, request reviews