

Project Design Phase
Proposed Solution Template

Date	01 July 2025
Team ID	LTVIP2025TMID51607
Project Name	Cosmetic Insights : Navigating Cosmetics 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	Cosmetic brands struggle to understand fast-changing trends, consumer preferences, and sentiments. This leads to missed opportunities, poor marketing, and low customer satisfaction.
2	Idea / Solution Description	We created a Tableau dashboard that visualizes product trends, category performance, consumer reviews, and pricing patterns. It helps brands quickly understand what products and features are most appreciated.
3	Novelty / Uniqueness	The dashboard combines product ratings, review sentiment, and trend insights in one place. It's simple to use and helps teams make data-driven decisions faster.

4	Social Impact / Customer Satisfaction	Helps cosmetic brands deliver more relevant, consumer-friendly products. Enhances customer satisfaction by responding to real feedback and trends.
5	Business Model	The dashboard can be offered as an internal analytics tool for cosmetic companies or as a market research service for external clients.
6	Scalability of the Solution	The solution can be expanded to analyze new product categories, competitor data, or global trends by integrating more data sources into Tableau.