

# Report:-

## Project Title:

### Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau project

Dashboard tableau public link:-

For Dashboard 1:-

[https://public.tableau.com/app/profile/geethali.priyamvadha/viz/tableaupublic\\_17515529624910/Dashboard1?publish=yes](https://public.tableau.com/app/profile/geethali.priyamvadha/viz/tableaupublic_17515529624910/Dashboard1?publish=yes)

For Dashboard 2:-

[https://public.tableau.com/app/profile/geethali.priyamvadha/viz/tableaupublic2\\_17515530971080/Dashboard2?publish=yes](https://public.tableau.com/app/profile/geethali.priyamvadha/viz/tableaupublic2_17515530971080/Dashboard2?publish=yes)

For Story 1:-

[https://public.tableau.com/app/profile/geethali.priyamvadha/viz/story\\_17515532921000/Story1?publish=yes](https://public.tableau.com/app/profile/geethali.priyamvadha/viz/story_17515532921000/Story1?publish=yes)

## Report of Visualizations :-

### Top Brands

A pie chart showing the top 5 brands based on product count, highlighting brand presence in the dataset.

### Price Distribution by Brand

Bar chart comparing average product prices across brands, useful for understanding price positioning.

### Price vs Brand (Box Plot)

Visualizes price variation within each brand, showing medians, outliers, and pricing strategy insights.

### Product Count per Label

Bar chart showing how many products fall under each category (label), identifying category saturation.

### **Label vs Rank.**

Displays the average rating of each product category, helping assess which types perform best.

### **Brand vs Rank**

Ranks brands by their average product rating, spotlighting top and underperforming brands.

### **Skin-Type Suitability per Product**

Grouped bar chart showing how individual products perform across dry, normal, oily, and sensitive skin types.

### **Skin-Type Suitability by Brand**

Compares how different brands perform for various skin types, revealing gaps or strengths in formulations.

### **Ingredients Word Cloud**

Highlights the most frequently used ingredients in the dataset, offering insights into formulation trends.

### **Conclusion:-**

The dashboard enables quick analysis of trends, preferences, and potential issues in cosmetic products. This data-driven approach empowers companies to better target products, Improve formulations, and meet evolving customer expectations.