

**Ideation Phase**  
**Define the Problem Statements**

Date	31 January 2025
Team ID	LTVIP2025TMID48516
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau project
Maximum Marks	2 Marks

**Customer Problem Statement Template for Cosmetic Insights - Navigating Cosmetics Trends and Consumer Insights with tableau:-**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A skincare enthusiast	Find trending but affordable cosmetic products that suit my skin type	The market has too many products with confusing claims	There's no centralized data that shows real consumer insights or trend patterns	Overwhelmed and unsure about what to buy
PS-2	A cosmetic brand marketer	Understand customer preferences and emerging beauty trends	Traditional surveys and social media tracking give incomplete or biased results	They lack realtime, data driven visual insights	Frustrated and uncertain while planning product campaigns

**Example:-** Cosmetic Insights - Navigating Cosmetics Trends and Consumer Insights with Tableau

<b>I am</b>	A 22-year-old college student who loves skincare and is active on Instagram, follows beauty influencers, and frequently shops online
<b>I'm trying to</b>	Discover trendy but affordable cosmetic products that match my oily skin type and are actually effective
<b>but</b>	There are too many products with similar claims and it's hard to trust which one is best for me
<b>which makes me feel</b>	Confused, overwhelmed, and worried I'll waste money on something that won't work for me