

Ideation Phase Define the Problem Statements

Date	24 JUNE 2025
TEAM ID	LTVIP2025TMID50828
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Marks	2 Marks

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem statement	I am	I'm trying to	but	because	Which makes me feel
PS-1	A consumer researcher	understand which cosmetic products are preferred by oily vs dry skin users	I can't compare brand performance across skin type	the insights are not visualized or segmented properly	overwhelmed by unstructured data
PS-2	A brand manager	assess my brand's position compared to top competitors	I don't have real-time comparative insights	market dashboards don't track cross-brand analytics	uncertain about where we stand in the market
PS-3	A product developer	explore trends in consumer preferences by skin type	the data doesn't highlight skin-type compatibility	our reports don't integrate sentiment or suitability data	disconnected from customer needs
PS-4	A retail strategist	identify top-performing cosmetics by city tier	I can't filter sales data by region and brand rank	we don't have a location-wise, rank-based view	frustrated with missed market opportunities