

## Project Design Phase

### Problem – Solution Fit Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50828
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

## Problem-Solution Fit canvas

## CosmoRevolution:

A Data-Driven Exploration of India's Cosmetics  
Market Using-Tablao

<b>C1</b>	<b>CUSTOMER SEGMENT(S)</b>	<b>CS</b>	<b>CUSTOMER LIMITATIONS</b>	<b>5. AVAILIALE SOLUTIONS</b>	<b>CL</b>
	Product Managers, Market Analysts at Cosmetic Brands and Retail Strategy Teams		Time, adaptation to	Time agaptiaton to Tabauo	
<b>P2</b>	<b>2 PROBLEMS / PAINS – ITS FREO-</b>	<b>PS</b>	<b>9. PROBLEM ROOT/ CAUSE</b>	<b>7 BEHAVIOR – ITS INTENSITY</b>	<b>BE</b>
	Disiointed product sales data Weak visual storytelling Scattered regional/category insights		Fragmented, static dashboards	Constant spreadsheet- digging for brand/region category breakdowns	
<b>TR</b>	<b>TRIGGERS TO ACT</b>	<b>TR</b>	<b>10. YOUR SOLUTION</b>	<b>8. CHANNELS OF BEHAVIOR</b>	<b>CH</b>
	Filter by skin type, region, quarter Ingredient-price comparison Seasonal performance		Creation of intuitive cosmetic analytics dabboards • Dark Ui for eye confort • Eye-feast color palette • Drag-and-drop filters Visual storytelling for price trends, seasosnal effects, brand comparisons	Online: Market reports, BI tools Excel  Offline: Internal brand review meetings, campaign planning sessions	
<b>EM</b>	<b>EMOTIONS AFTER</b>	<b>AF</b>			
	Confused, Overwehlmed After: Confident				