Project Design Phase

Proposed Solution Template

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

Proposed Solution:

S.No.	Parameter	Description
1	**Problem Statement**	Cosmetics brands and stakeholders lack a centralized, interactive, and story-driven way to understand product performance by region, skin type, and price in India. This hinders confident, data-backed decision-making
2	**Idea / Solution Description**	- Creation of intuitive visual analytics dashboards - Dark UI for enhanced user experience - Eye-comfort color palette - Interactive drag-and-drop filters (e.g., region, skin type, price, ingredient type)
3	**Novelty / Uniqueness**	- Moves beyond static reports to interactive, story-based dashboards - KPIs respond dynamically to filters - Designed for reduced eye strain and better user focus
4	**Social Impact 4 Customer Satisfaction**	- Enables cosmetic product and marketing teams to align with diverse consumer needs - Fosters data-first culture - Speeds up insights, improves regional strategy
5	**Business Model (Revenue Model)**	- Subscription-based internal tool - Consultancy-based deployment model for other cosmetic brands and agencies - Can be offered as a branded BI solution
6	**Scalability of the Solution**	- Adaptable to different countries, brands, and product lines (e.g., makeup, skincare, haircare) - Reusable dashboard framework; only data sources and filters need updating