Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2026TMIDS79606
Project Name	cosmetic insights : navigating cosmetics trends and consumer insights with tableau
Maximum Marks	2 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:

The primary purpose of this project is to bridge the gap between **consumer sentiment** and **business performance** in the beauty and cosmetics industry. In an era where viral social media trends and ingredient safety concerns can shift market demand overnight, traditional sales reports are no longer sufficient for effective brand management.

Template:

Section	Description for Cosmetic Dashboard
1. Customer Segment	Cosmetics Brand Managers, Marketing Directors, and R&D Safety Officers.
2. Customer Constraints	Limited time for data cleaning, lack of real-time sentiment tools, and fragmented spreadsheets.
3. Available Solutions	Static monthly sales reports, manual social media monitoring, and basic Excel charts.
4. Jobs-to-be-Done	Identify declining sales early, monitor ingredient safety buzz, and align marketing with consumer sentiment.
5. Problem Worth Solving	Preventing brand reputation damage from viral negative feedback and ingredient safety crises.
6. Behavior	Users currently spend hours manually cross-referencing sales with comments, leading to reactive decisions.
7. Triggers	Sudden drops in product ratings, negative viral trends on social media, or unexplained regional sales dips.
8. Your Solution	**Tableau Cosmetic Insights Dashboard:** An integrated view of sales, sentiment, and safety alerts.

Section	Description for Cosmetic Dashboard
9. Channels & Behavior	Web-based Tableau interface, automated email alerts for "at-risk" products, and PDF executive summaries.
10. Emotion (Before / After)	**Before:** Anxious, overwhelmed, and reactive. **After:** Confident, proactive, and data-driven.

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe