

Project Design Phase
Proposed Solution Template

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

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Lack of real-time, integrated tools to monitor cosmetic product safety and consumer sentiment alongside sales performance.
2.	Idea / Solution description	An interactive Tableau dashboard that merges social media sentiment analysis with sales data to provide a "Single Source of Truth."
3.	Novelty / Uniqueness	Real-time "Safety Alerts" triggered by negative keyword spikes (e.g., "allergy," "rash") integrated directly with revenue impact maps.
4.	Social Impact / Customer Satisfaction	Protects consumer health by enabling faster product recalls and promotes "Clean Beauty" by tracking ingredient-level satisfaction.
5.	Business Model (Revenue Model)	B2B SaaS model providing customized dashboard access to Brand Managers and R&D teams via subscription.
6.	Scalability of the Solution	Easily expandable to include new product categories (Haircare, Fragrance) or additional data sources like Global Sales APIs.