

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50885
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Cosmetic Insights : Navigating
Cosmetics Trends and Consumer
Insights with Tableau

1

Define your problem statement

Cosmetics companies struggle to track changing consumer preferences, identify product issues early, and predict market trends due to scattered data and lack of real-time insights. The "Cosmetic Insights" project solves this by creating an interactive Tableau dashboard that visualizes consumer behavior, product feedback, and trend data — enabling faster, data-driven decisions for marketing, innovation, and quality control.

PROBLEM

How might we get Cosmetic Insights?

2

Key rules of brainstorming

To run an efficient and productive session

Start in small groups

Encourage wild ideas

Defer judgment

Let all ideas flow

Go for volume

If possible, go visual

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm
Write down any ideas that come to mind that address your problem statement.

Interactive Dashboard – Build a real-time Tableau dashboard showing trends, reviews, and ingredient usage.

Consumer Sentiment Analysis – Use NLP to analyze customer reviews and detect satisfaction or concerns.

Alert System – Trigger alerts for declining product interest or rising negative feedback.

Trend Forecasting – Apply predictive analytics to forecast upcoming cosmetic trends and demands.

Ingredient Impact Visualization – Map ingredients to effects and popularity for better formulation decisions.

Competitor Benchmarking – Compare product performance and consumer response across brands.

Region-wise Insights – Analyze consumer preferences and product performance across different locations.

Step-3: Idea Prioritization

3

Prioritize
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

High Impact – High Feasibility (Do First)

Interactive Dashboard in Tableau
Core of the project, directly delivers insights from data

Region-wise Insights
Easily doable with Tableau filters and maps, adds great value

Ingredient Impact Visualization
Valuable for product decisions, can be done with available data

Low Impact – High Feasibility

Alert System
Easy to design conceptually, but alerts may not add as much if not used in real-time

Consumer Sentiment Analysis
Feasible with basic NLP tools, but might be less impactful if sentiment is already clear in numerical ratings

