Ideation Phase
Define the Problem Statements

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50885
Project Name	**Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau**
Maximum Marks	2 Marks

Customer Problem Statement Template: Create a problem statement to understand your

customer's point of view. The Customer
Problem Statement template helps you focus on what matters to create experiences people
will love. A well-articulated customer problem statement allows you and your team to find the

ideal
solution for the challenges your customers face. Throughout the process, you'll also be able
to empathize with your customers, which helps you better understand how they perceive
your product or service.

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a product strategist	find products suitable for my skin type	ingredient info is unclear and scattered	there's no dashboard that explains product effects	confused and hesitant to choose
PS-2	a marketing lead	identify top-performing cosmetic categories and trends	I can't compare brand or ingredient trends easily	dashboards are not integrated across data dimensions	frustrated and data-blind
PS-3	Senior executive	present consumer trends to support product campaigns	visuals are generic and not beauty-industry focused	there's no narrative-driven dashboard in cosmetics	disconnected from insights
PS-4	market analyst	analyze which ingredients drive customer satisfaction	can't filter by review sentiment or ingredient usage	tools are not interactie or customizable	stuck and unable to dig deeper