

## Ideation Phase

### Define the Problem Statements

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50885
Project Name	<b>Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau</b>
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.

### Customer Problem Statement

I am	I'm trying to	But	Because	Which makes me feel
<div style="background-color: #fff9c4; padding: 5px; margin-bottom: 5px;">I am a skincare-conscious consumer / cosmetic brand analyst.</div> <div style="background-color: #fff9c4; padding: 5px;">I am someone who wants healthy, glowing skin.</div>	<div style="background-color: #bbdefb; padding: 5px; margin-bottom: 5px;">I am trying to find the right cosmetic products or understand market trends.</div> <div style="background-color: #bbdefb; padding: 5px;">I am trying to choose the right product based on my skin needs.</div>	<div style="background-color: #bbdefb; padding: 5px; margin-bottom: 5px;">I want to choose the right cosmetic product for my skin</div> <div style="background-color: #bbdefb; padding: 5px;">I try to follow the latest beauty trends</div>	<div style="background-color: #c8e6c9; padding: 5px; margin-bottom: 5px;">Because I want to make informed decisions that suit my skin or improve brand performance.</div> <div style="background-color: #c8e6c9; padding: 5px;">Because there are too many options and unclear ingredient effects.</div>	<div style="background-color: #ffe0b2; padding: 5px; margin-bottom: 5px;">What makes me feel frustrated is the lack of clear data on ingredients, brand performance, and consumer preferences.</div> <div style="background-color: #ffe0b2; padding: 5px;">What makes me feel confused is not knowing what product suits me best.</div>
<div style="background-color: #fff9c4; padding: 5px; margin-bottom: 5px;">I am a brand strategist in the cosmetics industry.</div> <div style="background-color: #fff9c4; padding: 5px;">I am a data analyst working for a beauty brand.</div>	<div style="background-color: #bbdefb; padding: 5px; margin-bottom: 5px;">I am trying to understand which products, labels, or trends are performing well.</div> <div style="background-color: #bbdefb; padding: 5px;">I am trying to derive actionable insights from cosmetic product and customer data.</div>	<div style="background-color: #bbdefb; padding: 5px; margin-bottom: 5px;">I aim to create successful marketing strategies for my brand</div> <div style="background-color: #bbdefb; padding: 5px;">I want to make informed skincare decisions</div>	<div style="background-color: #c8e6c9; padding: 5px; margin-bottom: 5px;">Because I need to make data-driven marketing and production decisions.</div> <div style="background-color: #c8e6c9; padding: 5px;">Because this helps optimize product offerings and brand growth.</div>	<div style="background-color: #ffe0b2; padding: 5px; margin-bottom: 5px;">What makes me feel stuck is not having interactive dashboards to explore real-time insights.</div> <div style="background-color: #ffe0b2; padding: 5px;">What makes me feel limited is the lack of visual tools to interpret complex data easily.</div>

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 interactive or customizable	stuck and unable to dig deeper