Customer Journey Map

This map represents how a productstrategistoranalystinteractswiththe Cosmetics Insights dashboard from need to insight.

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants real & market trends	Searches Excel/market data	Emails, Files	Data is scattered	Single dashboard entry point
Explore	Needs regional & feature insights	Browses charts manually	Spreadsheets, BI tools	Time-consuming	Filter-enabled Tableau dashboard
Engage	Wants to compare Brand vs pricing	Tries custom visualizations	Excel formulas	Lacks interactivity	Pre-built price/spec dashboard
Decide	Prepares Trending products	Screenshots graphs	Presentations	Dry data storytelling	Use Tableau story points with captions