

Project Design Phase
Proposed Solution Template

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

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Cosmetics companies lack a centralized, interactive, and story-driven platform to analyze consumer preferences, ingredient impacts, regional trends, and product feedback. This limits timely, data-backed decisions.
2.	Idea / Solution description	Develop an intuitive, visually rich Tableau dashboard with a clean or dark UI for eye comfort. Incorporate interactive filters (region, brand, ingredient, product type) and dynamic charts to allow easy exploration of data.
3.	Novelty / Uniqueness	Unlike static market reports, this solution uses real-time, story-driven dashboards with user-controlled filters. The interface is optimized for visual comfort and the KPIs update dynamically based on user selections, enabling a more engaging and analytical experience.
4.	Social Impact / Customer Satisfaction	Helps cosmetics brands understand consumer behavior across regions, make data-driven product decisions, and improve customer satisfaction by aligning offerings with market trends. Reduces analysis time and promotes a data-first approach.
5.	Business Model (Revenue Model)	The solution can be provided as a data visualization service or subscription dashboard framework to cosmetics brands, market researchers, or digital agencies. It can be customized for different product lines or geographies.
6.	Scalability of the Solution	The dashboard framework is scalable across other beauty brands, international markets, and skincare or haircare product categories. Only the dataset and filters need updating — the dashboard logic and layout remain consistent and reusable.