

Business Requirement Document (BRD)

Project Title:

Global Beauty & Cosmetics Trends – 2024

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1. Project Overview

The beauty and cosmetics industry is experiencing rapid global transformation driven by consumer demand for ethical, diverse, and personalized products. This project analyzes worldwide cosmetic product data to uncover trends, preferences, and performance metrics using **Python for data preprocessing and Power BI for visualization**.

2. Objective

To derive actionable insights into global beauty and cosmetics trends through an interactive Power BI dashboard using pre-processed data from Python. The dashboard will help stakeholders understand product ratings, sales distribution, ethical practices, and customer preferences across multiple dimensions.

3. Tools & Technologies

Task	Tool Used
Data Cleaning & Analysis	Python (Pandas, NumPy, Matplotlib, Seaborn)
Data Visualization	Power BI
Dashboard Creation	Power BI
Data Source	CSV file (Top Beauty & Cosmetics Worldwide 2024)

4. Business Questions to Answer

- What is the distribution of products by category?
- How are products rated by consumers across top brands?
- Which countries contribute the most product volume?
- What are the trends in pricing, reviews, and ratings?
- How does consumer preference vary by gender and skin type?
- What proportion of products are cruelty-free?

5. Key Performance Indicators (KPIs)

1. **Total Sales**
2. **Total Products Available**
3. **Average Product Rating**
4. **Total Number of Reviews**

6. Data Dimensions Used

- **Category**
- **Brand**
- **Skin Type**
- **Cruelty-Free Status**
- **Gender Target**
- **Country of Origin**
- **Product Size**
- **Price Tier (Monthly/Occasional/Daily)**

7. Dashboard Design

Tabs/Sections:

1. **Ethical Origins Insights**
 - KPIs (Total Sales, Products, Rating, Reviews)
 - Cruelty-Free vs Not Pie Chart
 - Price Distribution Line Chart
 2. **Skincare & Category Focus**
 - Category-wise Product Count (Bar Chart)
 - Average Price by Skin Type (Bar Chart)
 - Top Brands by Average Rating (Bar Chart)
 3. **Market Demographics & Brands**
 - Product Count by Gender Target (Donut Chart)
 - Product Count by Country (Bar Chart)
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8. Filters (Slicers) Used in Each Dashboard

Dashboard	Slicer 1	Slicer 2
Ethical Origins Insights	Country_of_Origin	Product_Size
Skincare & Category Focus	Skin_Type	Category
Market Demographics & Brands	Gender_Target	Brand

9. Visuals Created (Charts)

1. Category-wise Product Count (Bar Chart)
 2. Price Distribution (Line Chart)
 3. Cruelty-Free vs Not (Pie Chart)
 4. Average Price by Skin Type (Bar Chart)
 5. Top 10 Brands by Average Rating (Bar Chart)
 6. Product Count by Gender Target (Donut Chart)
 7. Product Count by Country (Bar Chart)
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10. Target Audience

- Product Development Teams
 - Marketing Teams
 - CSR & Ethics Departments
 - Global Strategy & Expansion Teams
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11. Expected Outcomes

- Understand consumer product preferences
 - Recognize global market leaders by rating and volume
 - Track ethical trends like cruelty-free product adoption
 - Analyze pricing strategies across skin types and categories
 - Identify country-specific demand clusters
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12. Conclusion

This project serves as a strategic decision-making tool for cosmetic companies to track and respond to changing market trends. The combination of **Python for robust data processing** and **Power BI for clear visual storytelling** offers a comprehensive, interactive view of global beauty trends in 2024.