

# **cosmetic insights: Navigating cosmetics trends and consumer insights with tableau**

## **Project Overview**

### **Objective:**

**Leverage Tableau to explore  
and visualize cosmetic  
industry trends and  
consumer behavior to  
uncover actionable insights  
for marketing, product  
development, and sales  
strategies.**



# **Key Components of the Project**

## **1. Data Collection**

**Gather or simulate data from various sources:**

**Sales Data (by brand, product, region, season)**

**Social Media Sentiment (mentions, hashtags, positive/negative feedback)**

**Consumer Demographics (age, gender, region, preferences)**

**Trend Data (emerging products like clean beauty, vegan cosmetics, etc.)**

**E-commerce metrics (conversion rate, cart abandonment, traffic sources)**

## **Data Sources:**

**Kaggle datasets**

**Google Trends (for trending searches)**

**Social media APIs (Twitter, Instagram)**

**Statista (for cosmetic market reports)**

**Surveys or customer feedback**

## **2. Tableau Dashboards & Visualizations**

**Create interactive dashboards with the following themes:**



**Trend Analytics**

**Top trending cosmetic products over time**

**Product launch performance comparison**

**Search volume & keyword popularity (e.g., Google Trends data)**



# **Consumer Insights**

**Demographic breakdown of consumers**

**Top preferences by age  
group/gender/region**

**Customer feedback sentiment analysis**



**Market Segmentation**

**Geographical heatmap of sales or  
popularity**

**Regional product preferences**

**Influencer impact by location**



# **Product Performance**

**Sales performance by product line**

**Best-selling vs. underperforming SKUs**

**New vs. returning customer purchases**



**Social Media & Influencer Impact**

**Brand mentions over time**

**Campaign reach and engagement**

**Sentiment trends from user-generated  
content**

### **3. Storytelling with Tableau**

**Create a Tableau Story that walks stakeholders through:**

**Current market position**

**Emerging consumer trends**

**Opportunities for growth**

**Recommendations (e.g., invest in clean beauty, target Gen Z, etc.)**



# **Sample Use Cases/Insights**

## **Insight Actionable Outcome**

**Vegan cosmetics trending with 18-25 age group Launch youth-focused vegan line**

**High demand for SPF products in summer Increase seasonal promotions**

**Gen Z influenced more by TikTok than Instagram Allocate influencer budget accordingly**



## **Bonus: Advanced Analytics**

**If you're comfortable with analytics features in  
Tableau:**

**Forecasting sales trends**

**Clustering for customer segments**

**Sentiment scoring heatmaps**

**Time series analysis for trend prediction**



# **Final Deliverables**

**1. Interactive Tableau Dashboards**

**2. Presentation deck (with screenshots & analysis)**

**3. Documentation/report covering methodology, insights, and recommendations**

**4. Optional: Tableau Public link for sharing**