Report:-

Project Title:

Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

Dashboard tableau public links:- For

Dashboard 1:-

https://public.tableau.com/views/CosmeticinsightsDataAnalysis/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

For Dashboard 2:-

https://public.tableau.com/views/CosmeticinsightsDataAnalysis/Dashboard2?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

For Story 1:-

https://public.tableau.com/views/Storyofcosmeticinsights/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Overview:-

This project leverages Tableau to analyze cosmetic product data and uncover valuable insights related to brand performance, product pricing, consumer preferences, and skin-type suitability. Nine key visualizations were developed to support real-time decision-making and evidence-based strategy in the beauty industry.

Report of Visualizations :-

Top Brands

A pie chart showing the top 5 brands based on product count, highlighting brand presence in the dataset.

Price Distribution by Brand

Bar chart comparing average product prices across brands, useful for understanding price positioning.

Price vs Brand (Box Plot)

Visualizes price variation within each brand, showing medians, outliers, and pricing strategy insights.

Product Count per Label

Bar chart showing how many products fall under each category (label), identifying category saturation.

Label vs Rank

Displays the average rating of each product category, helping assess which types perform best.

Brand vs Rank

Ranks brands by their average product rating, spotlighting top and underperforming brands.

Skin-Type Suitability per Product

Grouped bar chart showing how individual products perform across dry, normal, oily, and sensitive skin types.

Skin-Type Suitability by Brand

Compares how different brands perform for various skin types, revealing gaps or strengths in formulations.

Ingredients Word Cloud

Highlights the most frequently used ingredients in the dataset, offering insights into formulation trends.

Conclusion:-

The dashboard enables quick analysis of trends, preferences, and potential issues in cosmetic products. This data-driven approach empowers companies to better target products, improve formulations, and meet evolving customer expectations.