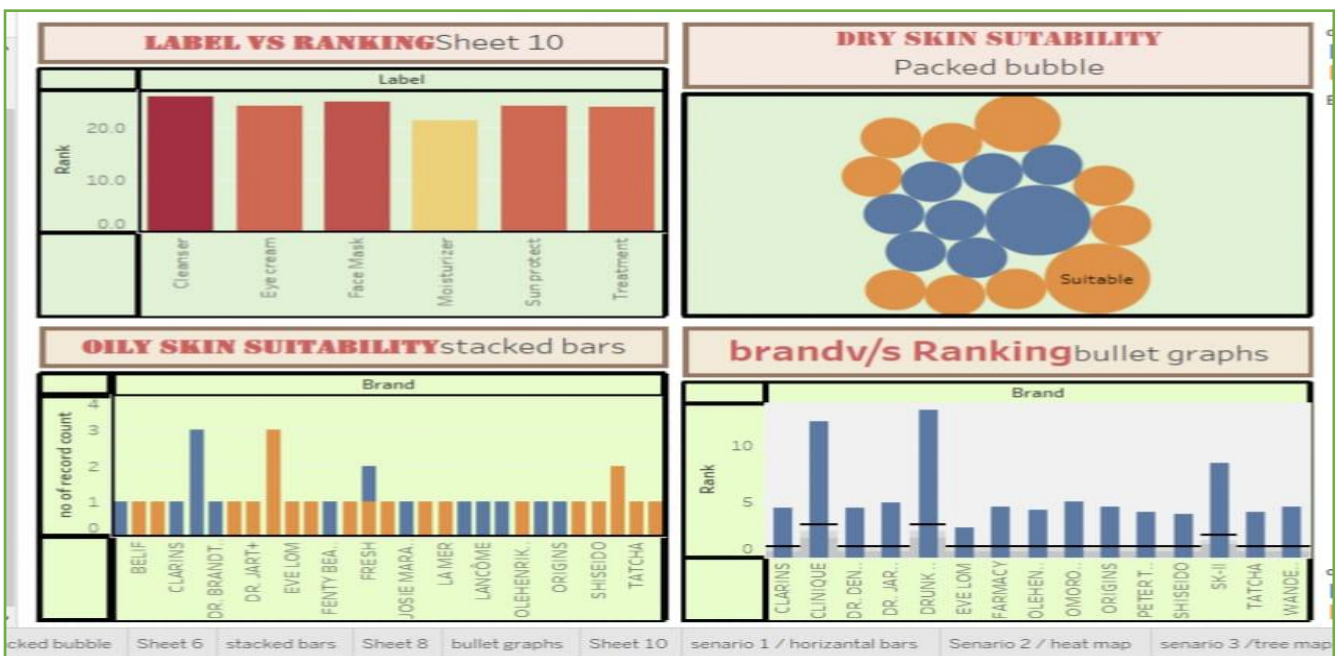
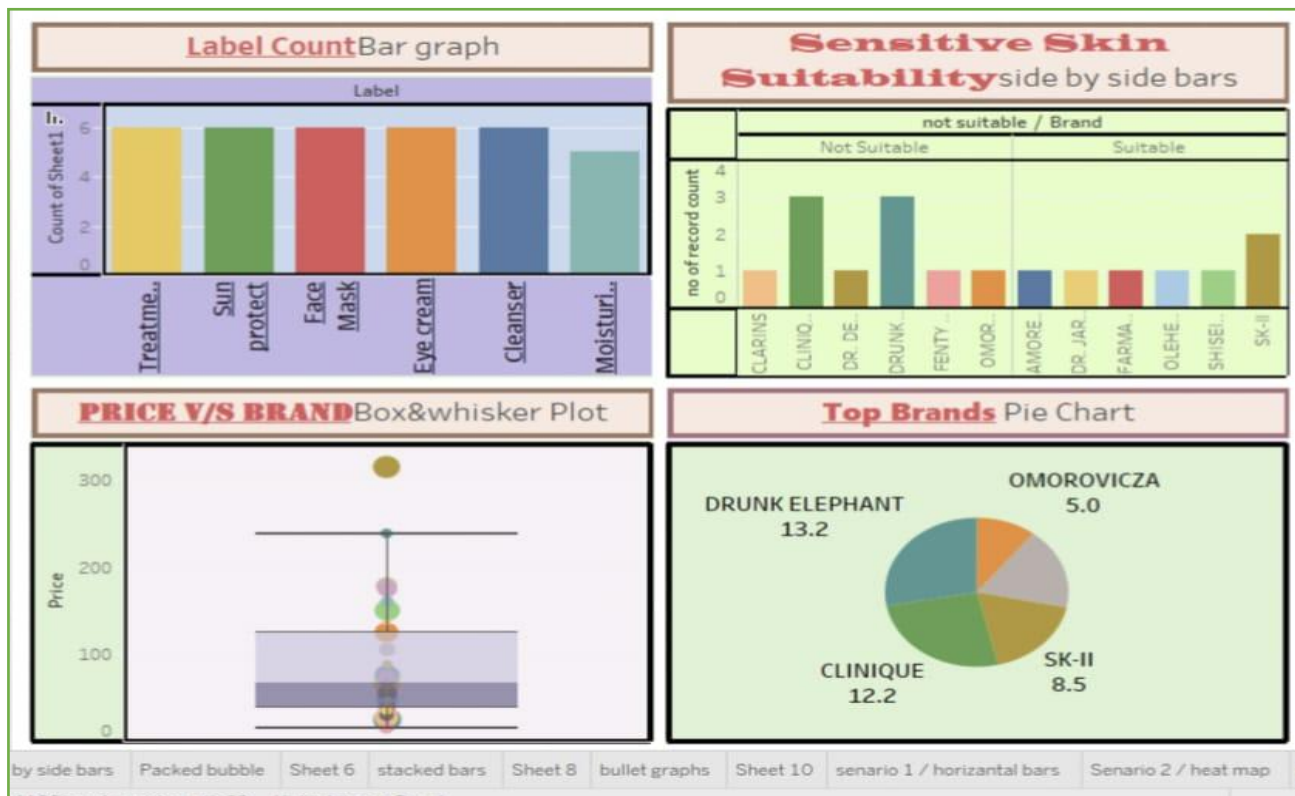
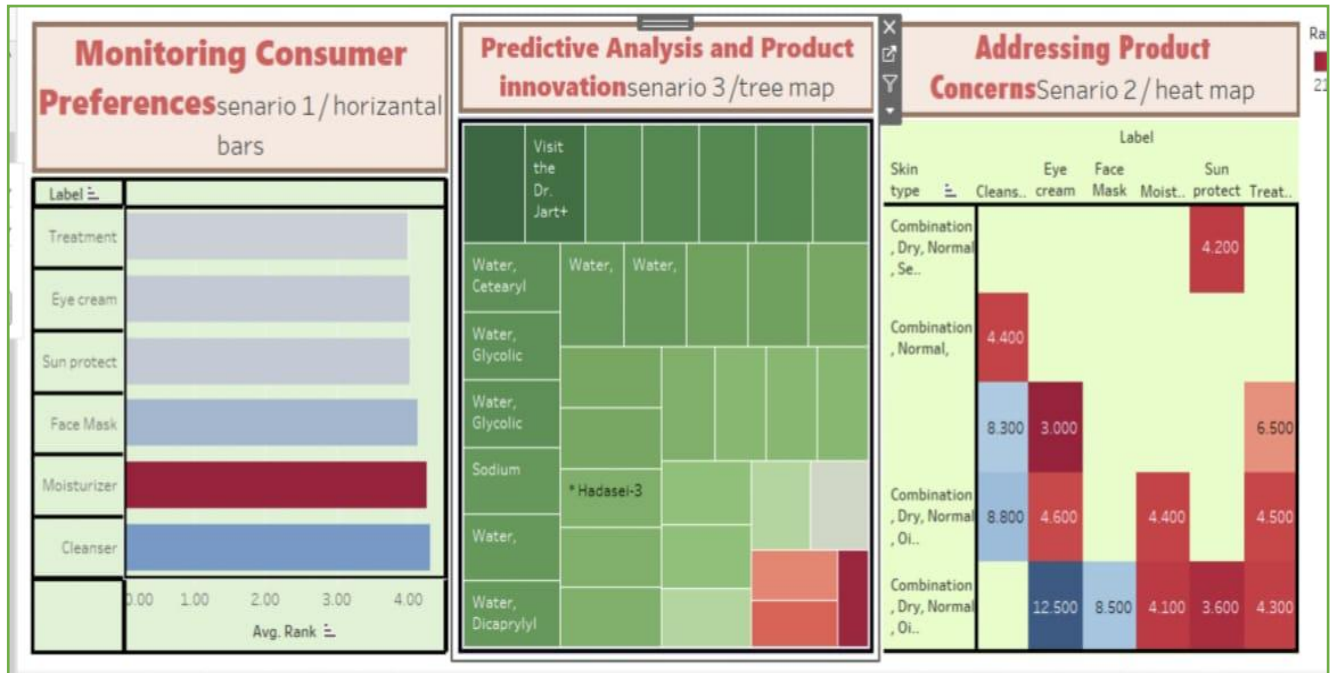


Dashboard Design

Date	21 March 2025
Team ID	LTVIP2025TMID22364
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	5 Marks

Activity 1: Interactive and visually appealing dashboards





The major outcomes in form of bullet points:

- * **Sensitive Skin Suitability:** The primary focus is analyzing the suitability of various skincare brands and products for sensitive skin.
- * **Price Analysis:** The image also examines the price distribution of different brands.
- * **Product Performance Analysis:** The dashboard helps compare the performance of different skincare products across various metrics.
- * **Brand Comparison:** It allows for a comparative analysis of different skincare brands.
- * **Skin Suitability Assessment:** The dashboard provides insights into which products are suitable for dry or oily skin.
- * **Product Category Performance:** It allows for the analysis of different product categories like cleansers, moisturizers, etc.
- * **Identify popular products:** "Moisturizer" is the most preferred product.
- * **Understand key ingredients:** "Water" and "Glycolic" are common ingredients.
- * **Tailor products to specific skin types:** "Cleanser" is highly rated for multiple skin types.