

Project Initialization and Planning Phase:

Date	15 March 2025
Team ID	LTVIP2025TMID22364
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Problem Statement-1

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
As a consumer	I struggle to keep up with rapidly changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused

Problem Statement-2

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
As a consumer	Lack of personalized cosmetic recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trial-and-error approach that's both costly and time-consuming.	I'm frustrated

Problem Statement-3

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
As a consumer	I struggle to find reliable information about ingredient safety.	As someone with sensitive skin.	I'm constantly worried about allergic reactions to new cosmetic products.	Struggle.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a consumer	I struggle to keep up with rapidly Changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused.
PS-2	As a consumer	Lack of personalized cosmetic Recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trail-and-error approach that's both costly and time consuming.	I'm frustrated
Ps-3	As a consumer	I struggle to find Reliable information About ingredient Safety.	As someone With sensitive Skin.	I'm constantly Worried about Allergic reactions to new cosmetic products.	Struggle.