

## Ideation Phase

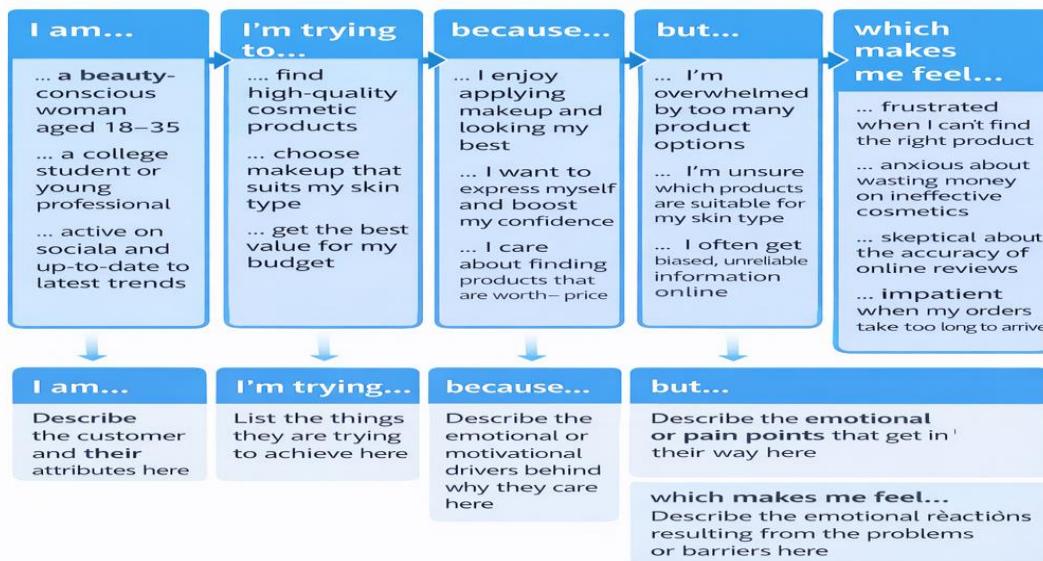
### Define the Problem Statements

|               |  |
|---------------|--|
| Date          | 20 february 2026   |
| Team ID       | LTVIP2026TMIDS57478  |
| Project Name  | Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 2 Marks  |

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Articulate a problem statement from a customer's perspective.  
Use the fill-in-the-blank formula to build a concise description of what you   ove for and the challenges they face.