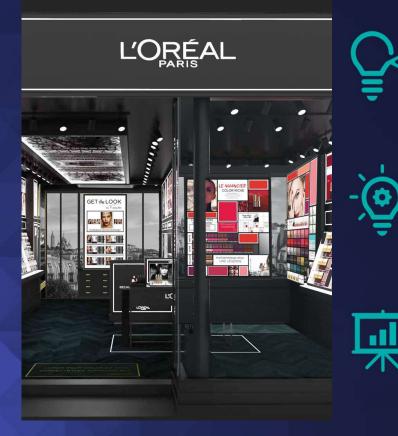# L'OREAL – HOW TO ANALYZE AND PREDICT ADVERSE EFFECTS OF YOUR PRODUCTS (COSMETOVIGILLANCE)

Issues and challenges

- Need of predictive analytics instead of descriptive analytics
- Anticipate adverse effect of products
- Help production and R&D teams in product development

Solution

- Interactive dashboard
- Data exploration module
- Signal detection of products getting too much complaints

Results and Benefits

- Improved product and incident management
- Reduction of manual work needed
- Better and earlier detection of adverse effects