

Beauty & Brains: Empowering Nykaa's Next Chapter Beyond the Mirror!

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Abstract

The entire business journey, from comprehending the operational landscape to putting a data-driven strategy into action, is covered in this electronic document, which combines Nykaa's business specifications and business implementation report. It also discusses possible future directions that Nykaa could pursue for ongoing business growth. The business description section provides an overview of Nykaa's position in the beauty and cosmetics industry, the competitive landscape, existing service gaps, and day-to-day operational workflows. It culminates in the justification for carrying out this analytical study. In order to provide a scalable and data-enabled solution that supports strategic decisions and spurs additional growth, the implementation report goes into detail about the investigation and analysis of current challenges.

Keywords— Nykaa, Beauty Retail, E-commerce, Mockaroo, CRM, Power BI, Salesforce, MongoDB

I. PROJECT SPECIFICATION REPORT

A. Business introduction and Overview

Businesses are continuously adjusting to changing consumer behaviors, changing retail models, and rising demand for individualized customer experiences in today's fiercely competitive and technologically advanced beauty and cosmetics sector. Leading Indian beauty and lifestyle retailer Nykaa has become a significant disruptor by effectively fusing online and offline sales to create a distinctive omnichannel presence that meets the various demands of contemporary customers.

Nykaa was founded with the goal of revolutionizing beauty retail in India. To increase customer accessibility and trust, the company has opened physical stores in strategic urban areas while taking advantage of the growing trend of online beauty consumption. By positioning itself as a beauty content platform in addition to a retailer, the brand has developed a devoted and engaged customer base.

Nykaa operates in a highly competitive market with both domestic and international players fighting for customers' attention, despite its strong market presence and quick growth. This has made it clear that Nykaa must constantly improve its supply chain, strengthen its customer engagement tactics, and use data and technology to improve its decision-making.

The foundation of Nykaa's present business strategy is adaptability and customer-focused innovation. Its target market includes Gen Z and urban millennials as well as beauty professionals and enthusiasts who are all looking for dependability, convenience, and variety. Data-driven intelligence is becoming more and more important as the brand grows in order to maintain its competitive edge and make better growth decisions.

A thorough analytics-driven strategy to address current business challenges and investigate potential opportunities is laid out in this section, which also describes Nykaa's operational framework, service landscape, and market positioning.

B. Marketplace and Competition

Nykaa works in a quickly changing beauty and lifestyle industry where brand engagement, individualized shopping experiences, and digital convenience influence consumer demand. Increased internet penetration, mobile-first consumers, and growing interest in grooming and self-care among a variety of demographic groups are all contributing to the exponential growth of the Indian beauty retail industry. One important market segment that looks for a balance between affordability, product variety, and digital accessibility is urban millennial and Gen Z populations.

The competition in the online and physical beauty retail markets has increased as a result of this rising demand. Large e-commerce companies like Amazon and Flipkart, which have entered the beauty and personal care markets, as well as national and international brands like Purplle, Myntra, and Sephora are direct competitors of Nykaa. The rise of influencer, led brands and niche beauty startups is also changing consumer expectations and loyalty, which makes the competitive environment even more complicated.

Nykaa uses data-driven decision-making to continuously modify its product offerings, customer relationship strategies, and marketing tactics in order to stay ahead of the competition. In a market that is becoming more and more crowded, the company is able to maintain its agility and responsiveness through the strategic use of technology and analytics.

C. Business Services and Operations

Delivering a wide variety of skincare, haircare, wellness, beauty, and lifestyle products via a robust omnichannel presence is Nykaa's primary business. With more than 200,000 products and 2,000 brands, it blends Indian and international products, including private labels that increase margins and variety. Customers interact with the platform through an easy-to-use website and mobile app that offers real-time inventory updates, tailored suggestions, reviews, tutorials, and virtual try-on tools to help them make educated purchases. EMI plans, loyalty rewards, and promotional campaigns are examples of flexible purchasing options that are designed to appeal to a variety of consumer segments.

In order to forecast demand, manage inventory, and optimize supply across warehouses and retail locations, Nykaa operates an integrated logistics and fulfillment system backed by sophisticated data analytics. Effective customer service is ensured by CRM platforms like Salesforce and AI-powered chatbots, and the company's increasing emphasis on sustainability is evident in its move toward environmentally friendly packaging and goods. Nykaa is positioned as a progressive leader in India's beauty and lifestyle market thanks to its dual emphasis on responsible business practices and the customer experience.

D. Current Business Problem

Even though Nykaa has grown significantly in recent years, the company is now entering a crucial stage where internal constraints, market saturation, and operational inefficiencies could affect its long-term viability and profitability. In order to avoid operational disruption and stagnation, we, as consultants embedded from a professional services firm, have determined that the following fundamental issues necessitate prompt BI and BA intervention:

1) **Fragmented Data Infrastructure and Customer Disconnect**

Despite Nykaa's omnichannel presence, customer data is still fragmented across various platforms, making it impossible to see customer behavior, buying trends, and engagement metrics in one place. The company's capacity to provide highly customized experiences, enhance marketing tactics, and increase customer retention is being hampered by this fragmentation.

2) **Declining Operational Efficiency Amid Growth**

Nykaa's current operational model is having trouble keeping up with demand as it grows without raising prices. There is a lack of real-time analytics to support agile decision-making, as evidenced by supply chain bottlenecks, delayed product deliveries, and inaccurate inventory forecasting.

3) **Inadequate Technological Infrastructure for Expansion**

The lack of scalable BI and CRM systems is a significant obstacle to the company's plans to grow its private-label lines and penetrate Tier 2 and Tier 3 markets. Nykaa runs the risk of ineffective scaling, subpar customer service, and market share loss in the absence of data-driven insights and automation tools.

The growth trajectory of Nykaa is strategically threatened by these problems. Through focused system design and implementation, this study seeks to offer business intelligence and analytics solutions that tackle these issues.

E. Proposed Solutions and Scope of Implementation

The growth trajectory of Nykaa is strategically threatened by these problems. Through focused system design and implementation, this study seeks to offer business intelligence and analytics solutions that tackle these issues. This consulting project offers a thorough, data-driven plan aimed at addressing Nykaa's main business issues with scalability, operational effectiveness, and customer engagement. This intervention's scope encompasses two implementations: a CRM system to expedite customer relationship management and a dashboard infrastructure for business analytics, both of which are backed by actionable insights.

1) **CRM Implementation – Salesforce**

The foundation of Nykaa's customer engagement strategy will be Salesforce. Salesforce will assist in integrating customer data from online and offline channels with its customizable workflows, sophisticated segmentation, and AI-driven insights. This integration will make it possible for:

- 360-degree customer profiling

- Campaigns for automated lead nurturing and retention
- Real-time feedback management
- Support for multi-regional expansion that is scalable

Salesforce's modular design and extensive third-party integrations will enable Nykaa to future-proof its CRM strategy and continuously adapt to market demands.

2) **BI Dashboard Implementation – Power BI**

The primary dashboard tool for visualizing important business metrics, such as supply chain efficiency, customer lifetime value, product demand trends, and sales performance, will be Power BI. Decision-makers at all levels will be able to:

- Track KPIs in real-time
- Identify underperforming SKUs and operational inefficiencies
- Forecast inventory demand across regions
- Run what-if analyses for business scaling

Nykaa's current systems can be seamlessly integrated with Power BI thanks to its cloud-based deployment and compatibility with multiple data sources, which also offers a dynamic platform for analytics focused on growth.

Together, these tools will provide the technological framework for Nykaa's business transformation, allowing the company to improve customer experience, bridge existing technological and operational gaps, and establish itself as a market leader in the beauty and lifestyle space.

F. Proposed Business Model

The following data-driven business process model outlines how Nykaa can leverage integrated data collection, processing, and advanced analytics to enable strategic decision-making that drives operational excellence, enhanced customer experience, and scalable growth. This ongoing feedback loop guarantees that data is used efficiently at every turn, giving the company useful insights.

1) **Data Collection**

Nykaa's data comes from a variety of sources, such as its mobile app, e-commerce website, physical storefronts, and the Salesforce CRM system that is in place. Platforms for marketing campaigns, customer service interactions, and supply chain management systems are additional sources of data. Real-time collection of this varied data guarantees a thorough understanding of customer behavior and business operations.

2) Centralized Data Repository

MongoDB, a scalable NoSQL database designed to manage diverse and sizable datasets, is where all gathered data streams are combined and kept. The main data storage option that offers quick access and flexible data structures is MongoDB. A unified data environment is made possible by the database's seamless synchronization of operational and customer data with Salesforce CRM.

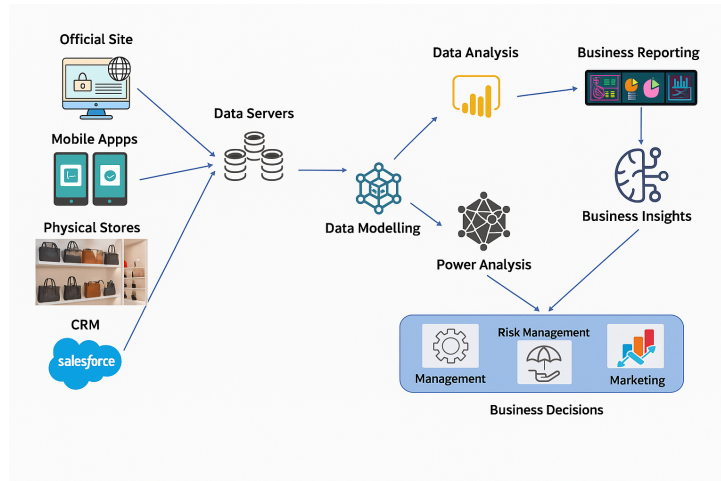


Figure 1: Business Model

3) Data Preprocessing and Modeling

To produce structured datasets that are prepared for analysis, raw data stored in MongoDB is cleaned, normalized, and transformed. In order to predict inventory demand, identify customer purchasing trends, and find possible operational bottlenecks, data scientists and analysts create analytical models and carry out feature engineering. As new data is ingested, these models are continuously improved.

4) Advanced Analytics

To optimize pricing strategies, automate customer segmentation, and personalize marketing recommendations, advanced analytics techniques are utilized. Proactive operational planning is made possible by predictive insights, which aid in risk management and demand forecasting.

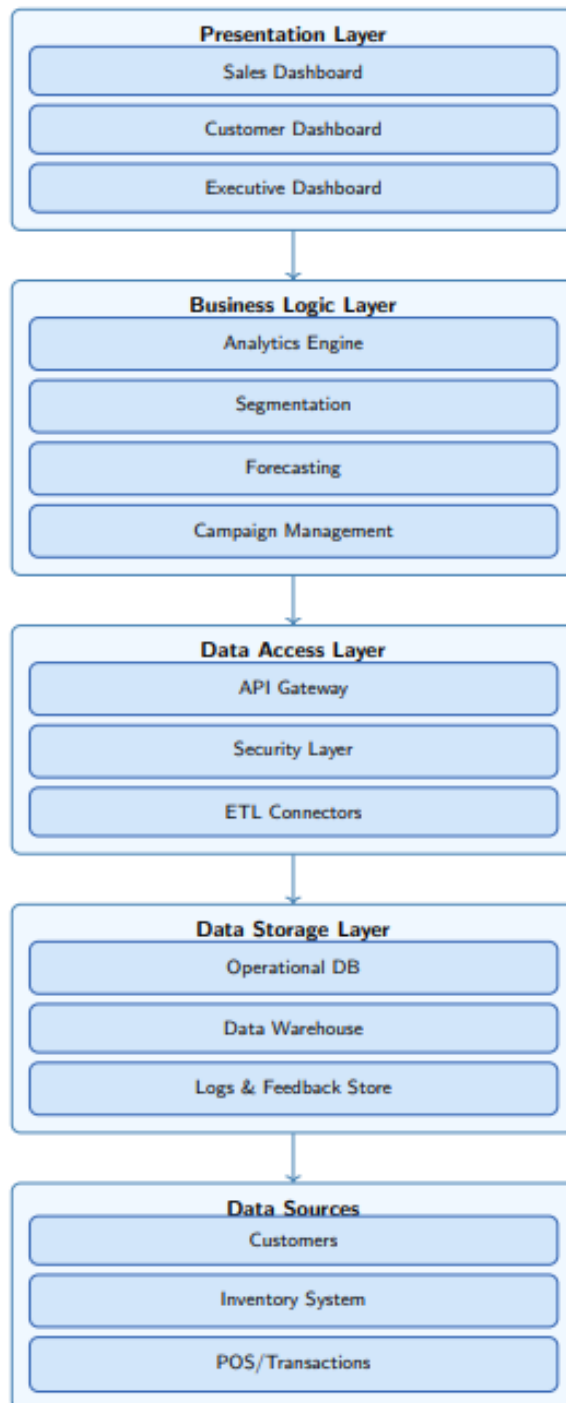


Figure 2: Architecture Diagram

5) Business Intelligence and Reporting

Key metrics like sales performance, customer engagement, supply chain efficiency, and campaign ROI are visualized through dynamic and interactive dashboards created with Power BI. Cross-functional teams can monitor KPIs and quickly identify areas that need

action thanks to these dashboards’ real-time insights.

6) Data-Driven Decision Making

Nykaa’s leadership is able to make well-informed decisions about marketing, inventory control, customer service, and strategic planning thanks to the actionable insights obtained from analytics. This evidence-based strategy enhances customer experience tactics, optimizes workforce allocation, and streamlines operations—all of which contribute to long-term company growth and competitive advantage.

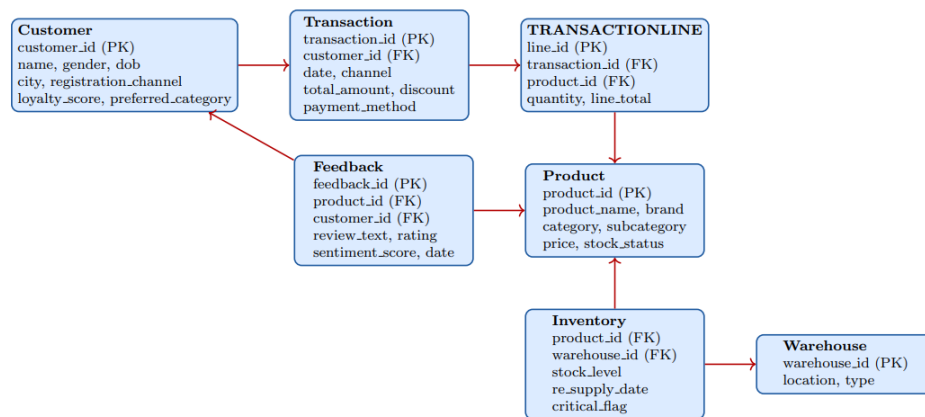


Figure 3: Entity-Relationship Diagram

G. DATA DICTIONARY

The company continuously monitors extensive data on goods, clients, inventory, transactions, and feedback in the context of this Nykaa project. Both real and simulated data, which represent different facets of beauty retail operations, are used to support data-driven decisions and enable analytics. Customer records, product catalogs, inventory transactions, and sentiment analysis are some examples of data sources. Each dataset is customized to meet the needs of business analysis, reporting, and visualization. All of the pertinent datasets used in this study are listed in the data dictionary that follows.

II. PROJECT IMPLEMENTATION REPORT

A. KNOWLEDGE ON BUSINESS DOMAIN

Nykaa operates within a multifaceted industry encompassing e-commerce, omnichannel retail, customer relationship management, and beauty and personal care. As a pioneer in India's digitally-driven beauty landscape, Nykaa provides customers access to an extensive range of personal care products through both its online platforms and physical retail outlets.

Nykaa's strategy revolves around e-commerce and omnichannel retail, which combines a smooth online shopping experience with physical stores to give customers flexibility and confidence. Real-time inventory tracking, customized product recommendations, and dynamic pricing are made possible by the platform's reliance on data-driven insights.

Customer relationship management is also essential to Nykaa's continuous success. The company wants to manage loyalty programs, increase customer engagement, and send user-behavior-based targeted campaigns by utilizing Salesforce CRM. CRM-driven personalization increases brand equity and encourages retention.

Lastly, since beauty and self-care are becoming more and more connected to mental and emotional health, the brand also fits with the growing emphasis on health, wellness, and lifestyle. By combining education and business, Nykaa's content-driven strategy (tutorials, blogs, and professional guidance) elevates the customer experience above straightforward transactions.

Together, these domains support Nykaa's strategic positioning, operational reach, and potential for future growth in the competitive environment.

B. Continuous Improvement Processes

Prior to moving forward with the actual deployment of Salesforce CRM and Power BI dashboards for Nykaa, it is critical to acknowledge the importance of putting continuous improvement procedures in place. Through these iterative procedures, Nykaa maintains its competitive position in the quickly changing retail beauty and lifestyle industry, increases internal efficiencies, and stays responsive to market trends.

By using cyclical, structured approaches, the company can continuously assess and improve its strategies, resulting in better customer engagement, sustained growth, and data-driven decision-making that optimizes operations.

1) SWOT Analysis: An essential tool for examining the internal and external elements affecting Nykaa's performance is the SWOT (Strengths, Weaknesses, Opportunities, and

Threats) framework. Nykaa can create well-informed strategies to improve its position, reduce risks, and seize new opportunities by methodically putting this analysis to use.

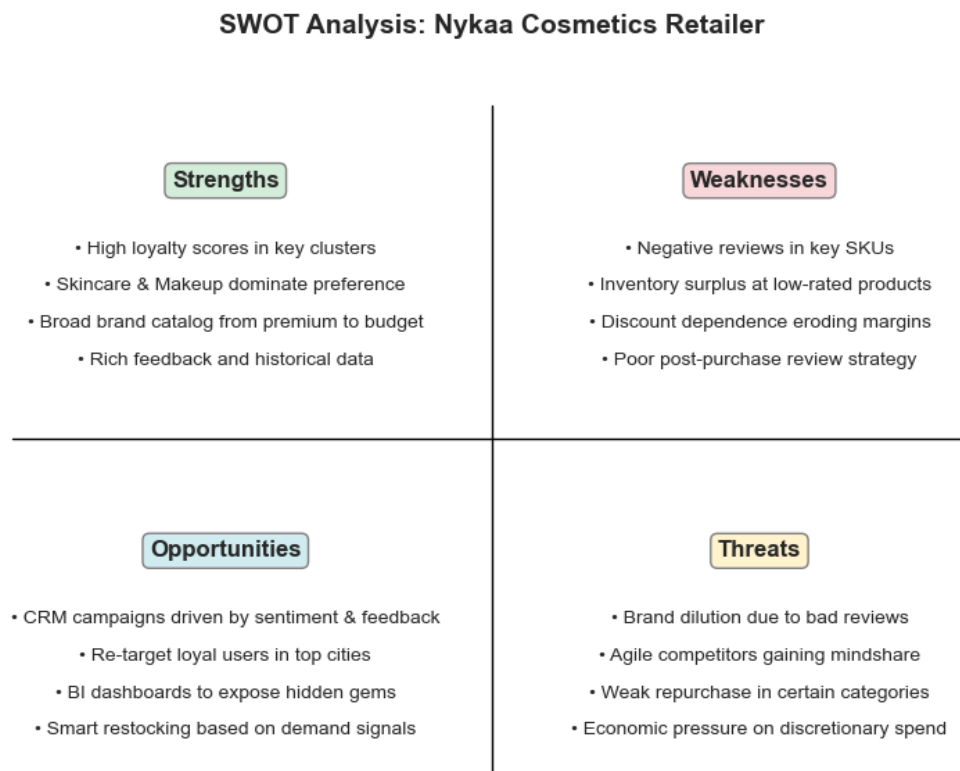


Figure 4: SWOT Analysis of Nykaa(Source: Real analysis based on business understanding)

2) *PDCA Cycle – Plan, Do, Check, Act*: Nykaa can use the PDCA Cycle, a four-step iterative model for assessing and enhancing processes across business units, to incorporate continuous improvement into its operations.

- **Plan**

Identify key problem areas—such as supply chain inefficiencies or gaps in CRM integration, and establish quantifiable objectives. To improve visibility and decision-making, this involves organizing the deployment of Salesforce workflows and Power BI dashboards.

- **Do**

Based on an analysis of historical data stored in MongoDB and visualized using Power BI, implement dashboard reports, customer segmentation strategies, and operational process modifications to carry out the specified plan.

- **Check**

Track results in relation to the anticipated performance standards. Analyze and contrast pre- and post-implementation data on inventory turnover, sales conversion, and customer engagement. Examine Power BI KPIs and reports produced by Salesforce to see quantifiable outcomes.

- **Act**

Standardize the new procedures throughout the company if the results match the objectives. If disparities are discovered, iterate and revise the planning stage. Through organized learning loops, this step guarantees Nykaa's ability to continuously adjust to new opportunities and challenges.

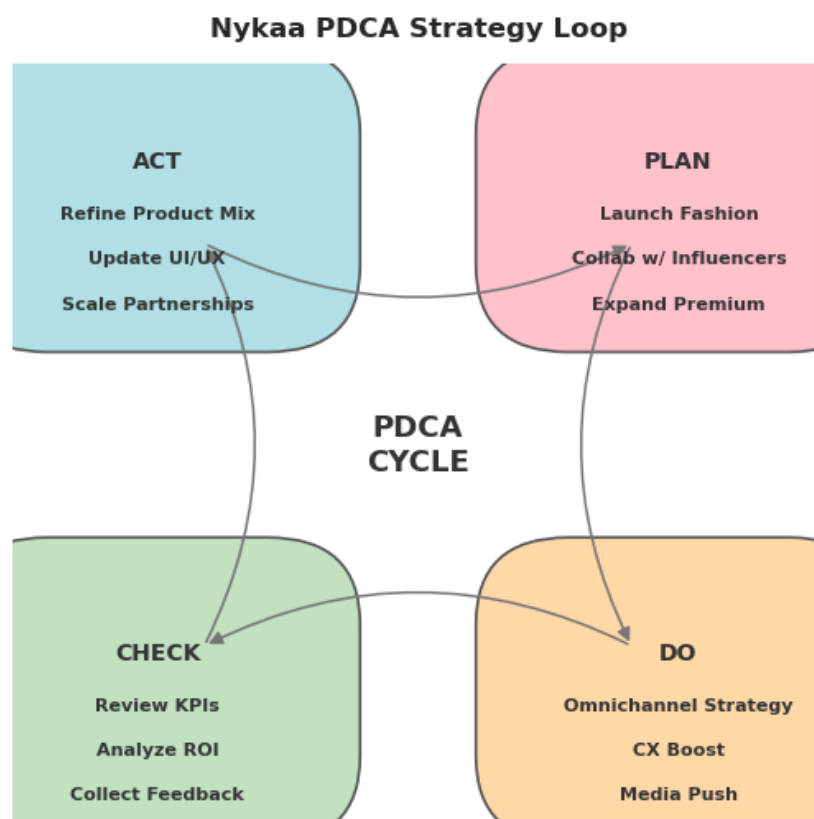
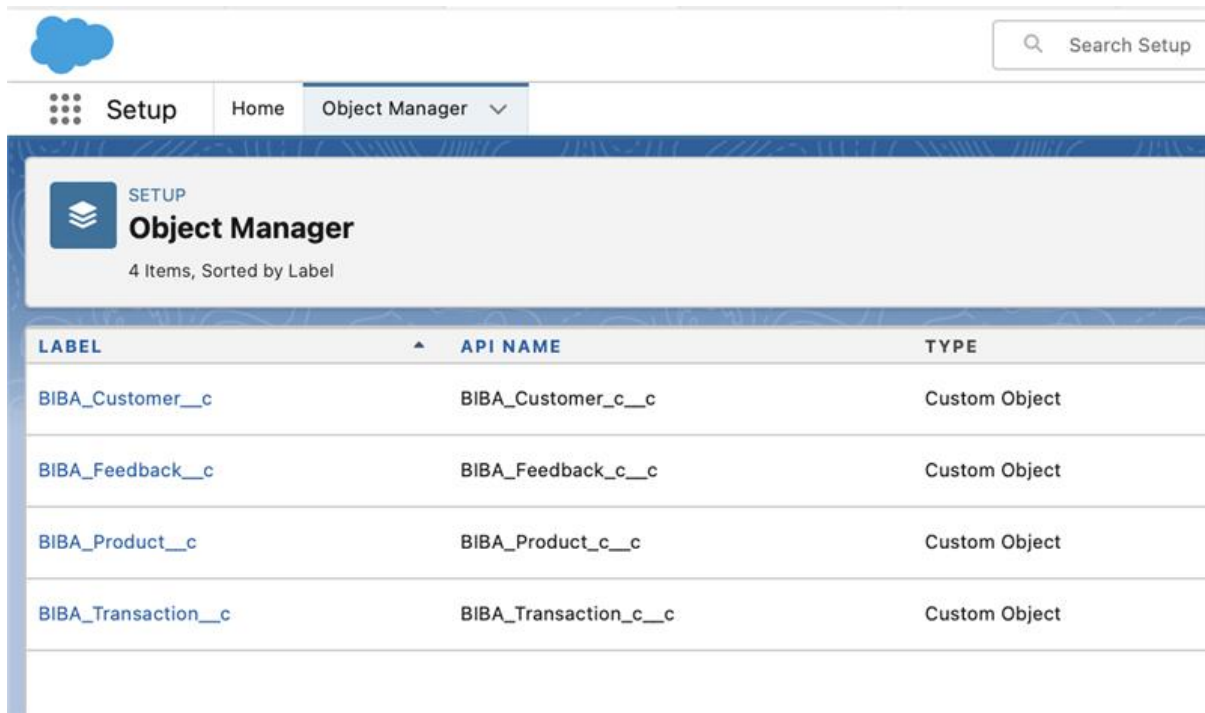


Figure 5: PDCA analysis of Nykaa

Nykaa is better positioned to embrace an agile, data-driven corporate culture that consistently enhances its customer experience, operational effectiveness, and market adaptability by combining the SWOT framework and PDCA methodology.

III. INSIGHTS FROM CRM

We created a custom Salesforce CRM solution to help Nykaa make the shift to a genuinely data-driven, customer-centric business. This solution records all of the customer lifecycle's touchpoints, from lead generation and onboarding to transaction tracking and post-purchase feedback. Our end-to-end implementation is explained in the sections that follow.



The screenshot shows the Salesforce Setup interface. At the top, there's a search bar labeled 'Search Setup'. Below it, the navigation menu includes 'Setup', 'Home', and 'Object Manager'. The 'Object Manager' section is active, displaying a list of custom objects. The list has three columns: 'LABEL', 'API NAME', and 'TYPE'. There are four items listed, all of type 'Custom Object'.

LABEL	API NAME	TYPE
BIBA_Customer__c	BIBA_Customer_c__c	Custom Object
BIBA_Feedback__c	BIBA_Feedback_c__c	Custom Object
BIBA_Product__c	BIBA_Product_c__c	Custom Object
BIBA_Transaction__c	BIBA_Transaction_c__c	Custom Object

Figure 6: Overall Object Creation

A. Data Model & Object Design

To enable upserts from external systems, every custom object uses an External ID (Customer_ID__c, Product_ID__c, Transaction_ID__c, Feedback_ID__c). Strong roll-up summaries (e.g., average rating per product, total spent per customer) are made possible by lookup and master-detail relationships, which also enforce referential integrity.

B. Data Ingestion & Integration

1) *Batch Data Loader (MuleSoft-powered)*: Nykaa's MongoDB and MySQL order management systems are used for nightly jobs that retrieve customer, product, and transaction data.

- Data is normalized and de-duplicated in an AWS S3 staging area.
- External IDs are used to upsert data into Salesforce via the Bulk API.

Table I: Nykaa CRM Object Model

Object	Purpose	Key Relationships
Customer__c	Master record for every Nykaa customer	<ul style="list-style-type: none"> • 1-to-many with Transaction__c (via Customer_ID__c lookup) • 1-to-many with Feedback__c (via Customer__c lookup)
Product__c	Catalog of Nykaa products, with brand, category, price, stock, etc.	<ul style="list-style-type: none"> • 1-to-many with Transaction__c (via Product_ID__c lookup) • 1-to-many with Feedback__c (via Product__c lookup)
Transaction__c	Individual purchase records, capturing date, quantity, payment mode, discount, etc.	<ul style="list-style-type: none"> • Master-detail to Customer__c and Product__c • Roll-up summary fields on Customer__c (Total_Spend__c, Total_Orders__c)
Feedback__c	Post-purchase sentiment and rating, linked back to both customer and product	<ul style="list-style-type: none"> • Master-detail to Customer__c and Product__c • Sentiment picklist + Rating numeric field

2) *Real-Time REST API*: Using a lightweight Node.js middleware, webhooks from the Nykaa storefront instantly send new orders and feedback into Salesforce.

- The middleware validates data (e.g., date ranges, email format) before calling Salesforce's REST API.

3) *Marketing Automation Integration*: To ensure that lead-to-customer conversion is captured in a single platform:

- Pardot connects to Customer__c to synchronize email-marketing opt-ins and campaign responses.

IV. USER INTERFACE & PROCESS AUTOMATION

A. *Lightning Record Pages*

Customized by profile:

- Sales operations see valuable clients and upsell opportunities for subscription bundles.
- Customer service sees a consolidated view of feedback, open cases (like returns), and customer transactions.

B. *Global Actions & Quick Actions*

- **Log Purchase**: On customer pages, this action quickly generates Transaction__c records.

- **Send a Re-engagement Email:** When a customer is inactive for over 90 days, a Quick Action triggers an email template.

C. Flows & Workflow Rules

- **Auto-Assign Owner:** New high-value clients (lifetime spend \geq 50,000) are routed to the VIP Account Manager queue.
- **Feedback Escalation:** Negative feedback (Sentiment = "Negative" or Rating \leq 2) triggers an email alert and follow-up task for Service Managers.
- **Birthday Promotion:** A Scheduled Flow sends a personalized coupon one week before the customer's registration anniversary.

D. Validation Rules

- Ensure each Transaction__c has a selected Payment Mode.
- Enforce a distinct Customer_ID__c to prevent duplicate records.

1) *Reporting Dashboards:* We created a collection of Salesforce reports and a unified Lightning dashboard with the following features to provide Nykaa leadership with real-time visibility into important metrics:

Table II: Salesforce Dashboard Tiles for Nykaa CRM

Tile	Description
Overall Customers	Total active Customer__c records, with trend line showing month-over-month (MoM) growth.
Loyalty Segmentation	Bar chart of Loyalty Score (a derived metric) segmented by gender.
Registration Funnel	Funnel chart displaying new customer registrations by quarter (Q2 FY2024 to Q3 FY2025).
Feedback Sentiment	Combined bar chart showing Feedback__c counts categorized by Sentiment bucket and Rating.
Product Distribution	Donut chart showing the distribution of Transaction__c records by Product__c Brand.
Payment Mode Usage	Bar chart representing Transaction__c counts grouped by Payment_Mode__c.
Purchase Trend	Line chart showing Transaction__c record counts by Purchase_Date__c on a quarterly basis.

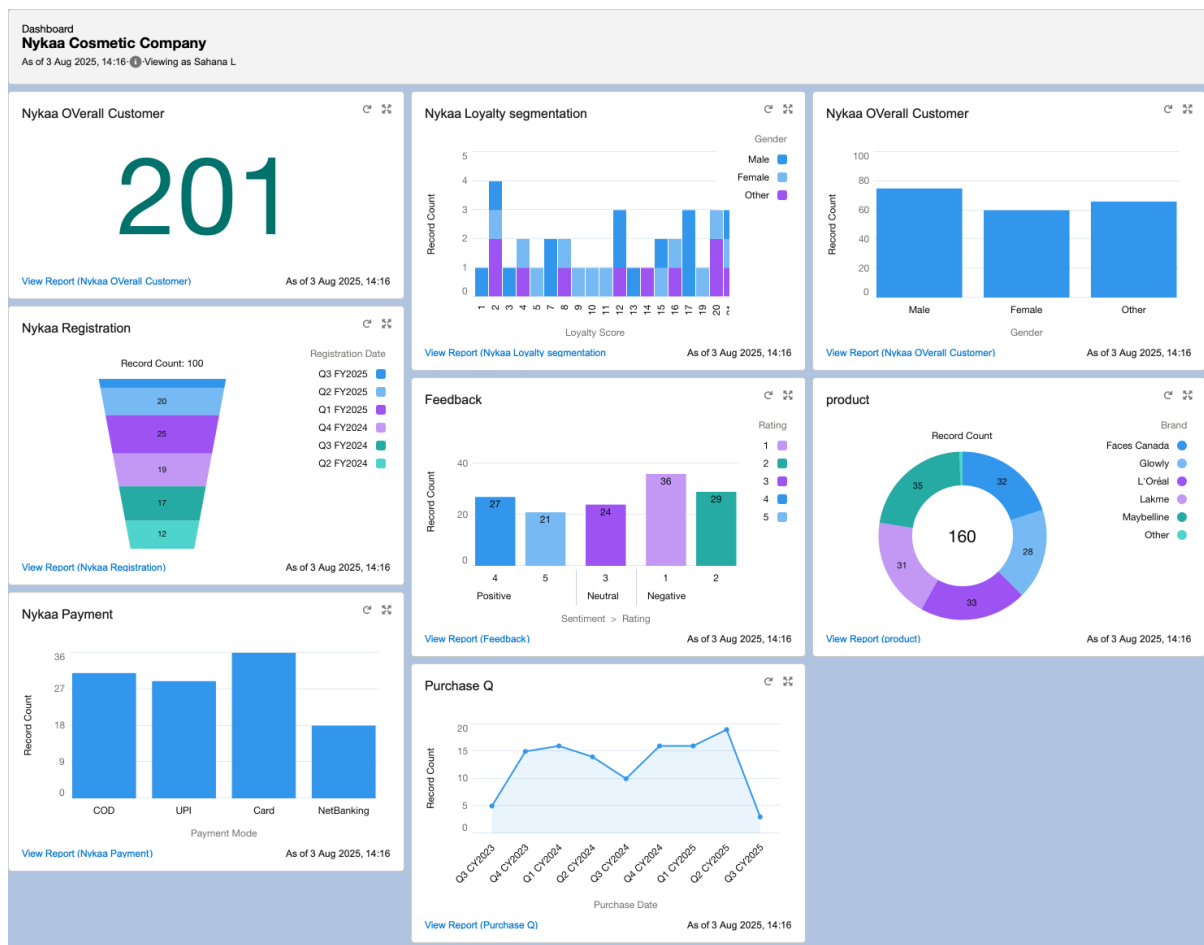


Figure 7: Nykaa CRM Dashboard

These dashboard elements are similar to our powerBI prototypes, but they are stored directly in Salesforce, allowing for instant drill-down from any tile to the report that underlies it.

E. Driving Business Growth

Nykaa can unlock several levers for faster growth by putting this end-to-end Salesforce CRM into practice:

- **Higher Customer Retention:** By providing timely, tailored incentives, automated re-engagement and birthday campaigns keep customers engaged and lower churn.
- **Increased Average Order Value:** Using actual purchase history and loyalty scores, sales operations can pinpoint high-value segments for upsells (such as subscription bundles).
- **Improved Operational Efficiency:** By using a 360° customer view, service teams are able to address problems more quickly, which reduces case resolution times and increases customer satisfaction.

- **Data-Driven Marketing:** Integrated Pardot campaigns create high-return email and advertising strategies by utilizing CRM insights (segment size, previous purchases, and feedback sentiment).
- **Product & Service Innovation:** Feedback analytics and roll-up summaries highlight performance gaps, directing R&D and merchandising to maximize assortments, pricing, and stocking.
- **Scalability & Agility:** Without reengineering key procedures or data pipelines, new regions, brands, or loyalty tiers can be onboarded quickly with a unified platform.

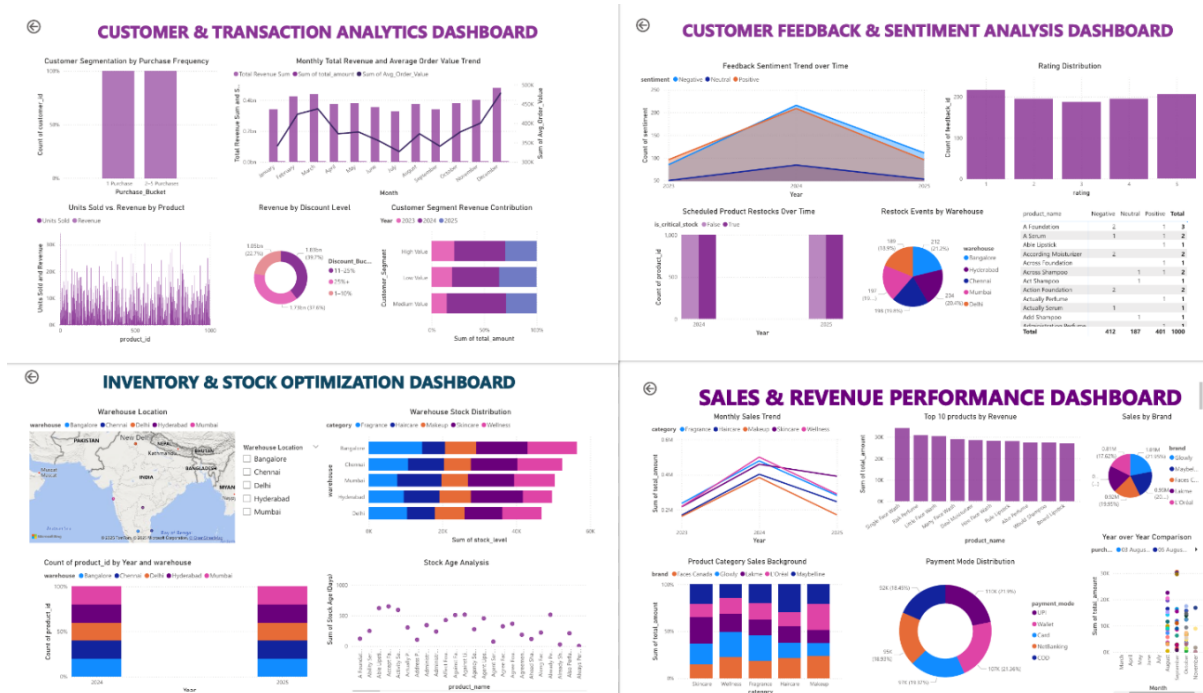
F. Conclusion

Nykaa benefits from a unified 360° customer view, standardized sales and service procedures, and a basis for continuous, data-driven decision-making thanks to this CRM backbone. Nykaa is in a strong position to maintain its market leadership and experience profitable growth by transforming operational data into actionable insights.

V. INSIGHTS FROM POWERBI

1) The Sales, Inventory & Customer Analytics Dashboard: An exploratory data analysis (EDA) view of Nykaa's retail operations, sales metrics, inventory status, and customer behavior is provided by this consolidated dashboard. It compiles the Power BI file's first four report pages and offers a comprehensive overview of the operational ecosystem of the company. In order to provide stakeholders with insights for strategic planning and daily execution, the data has been created using tools like Mockaroo to mimic real-world business patterns.

Product-wise inventory spread, supplier dependency, sales distribution, payment behavior, and customer segment performance are among the key KPIs that are visually represented on the dashboard. Finding operational bottlenecks, increasing stock availability, and creating data-driven marketing strategies can all be facilitated by these insights.



- **Store Name vs Inventory Level:** Shows the stock level as of right now for each Nykaa store. It enables the distribution team to determine whether physical stores are adequately stocked and pinpoints areas that require reallocation or restocking.
- **Region-wise Sales Contribution:** An illustration based on a map that demonstrates which geographic areas—such as Delhi NCR, Maharashtra, and Karnataka—contribute most to total sales. It helps with targeted marketing campaigns and regional sales planning.
- **Revenue by Age Group:** Indicates which age groups bring in the most money, with consumers between the ages of 25 and 35 exhibiting the highest levels of engagement and spending. This is consistent with Nykaa's youth-focused, digital-first branding approach.
- **Revenue by Gender & Product Category:** Displays the revenue distribution for both male and female users across all product categories. The skincare and haircare categories are dominated by female consumers, but the fragrance and grooming categories are seeing an increase in male consumers.
- **Preferred Payment Method:** Shows the distribution of usage for credit/debit cards, Apple Pay, UPI, and cash on delivery. Nykaa customers have a high level of digital adoption, as evidenced by the fact that digital payments top the chart.
- **Monthly Revenue Trendline:** A line graph showing the trends in monthly revenue. Diwali, Eid, and Nykaa's Pink Friday Sale are seasonal peaks, and starting in Q4 2023, there is a noticeable post-COVID recovery and growth.

2) ***Current Business Health – Client View Dashboard:*** Nykaa's current business performance is succinctly summarized in this client-focused dashboard. This dashboard, which is meant for stakeholders and possible investors, records real-time KPIs related to revenue generation, customer engagement, best-selling items, and regional contributions. It is perfect for boardroom decision-making because it provides a high-level viewpoint without being overly detailed.

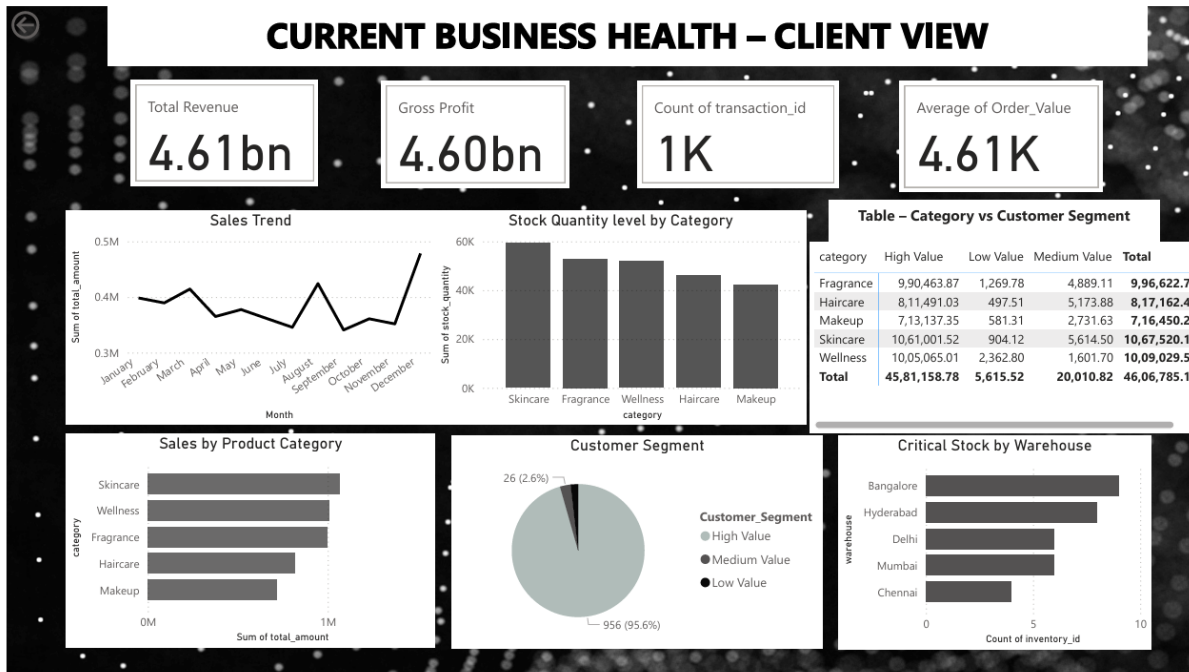


Figure 9: Current Business Status Dashboard

- **Overall Revenue and Sales KPIs:** Card graphics that show the total number of transactions, total revenue, and number of active customers. These metrics provide a clear picture of the size and operational health of the company.
 - **Top-Selling Product Categories:** A bar graph displaying the product categories with the highest volume and revenue performance. Key performers include makeup and serums, suggesting that these market segments strongly favor these brands.
 - **Sales Region Heatmap:** A heatmap that shows the contribution of sales from various cities and states. Bangalore, Mumbai, and Delhi NCR remain the top revenue-generating regions.
 - **Customer Feedback Snapshot:** A section summarizing the typical customer satisfaction ratings obtained from surveys conducted after a purchase. It identifies areas for improvement, such as delivery speed and returns handling, and highlights important service strengths.
 - **Inventory Status Summary:** The percentage of stock classified as New, Good, or Near Expiry is displayed in a stacked bar chart. This provides a brief overview of how effectively inventory is managed across stores and warehouses.
- 3) **Future Strategy & Business Expansion Dashboard:** Nykaa's strategic growth plan and future direction are described in this dashboard. Forecast models, business objectives, and KPIs to be met in the next quarters are all included. Communicating a clear expansion

strategy across product, region, and customer segments is the aim of this dashboard.

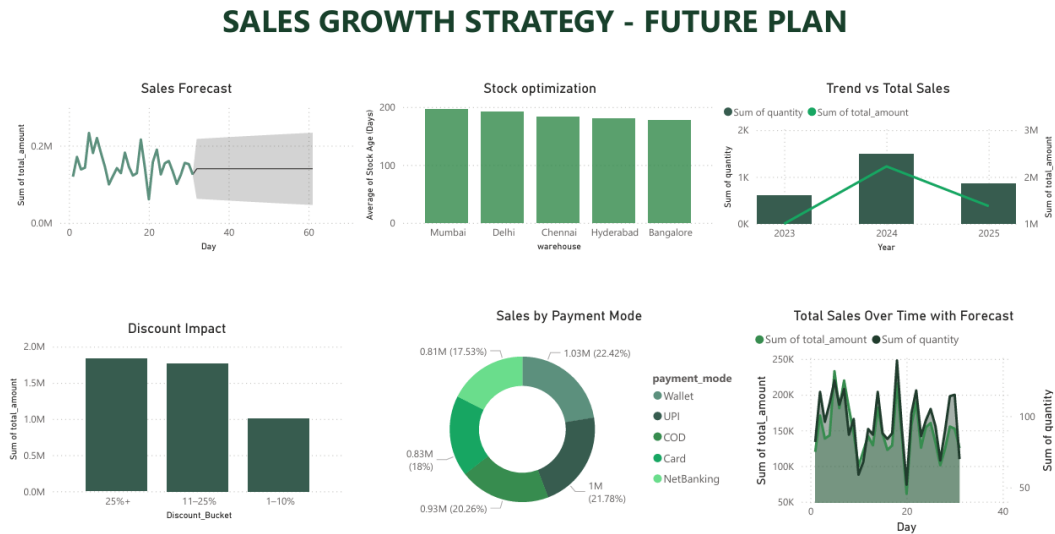


Figure 10: Strategic Planning Business Roadmap

- **Revenue Growth Forecast:** A line projection chart that displays the expected growth in revenue for the upcoming fiscal year. Historical patterns and anticipated seasonal performance are incorporated into the model.
- **Customer Segment Opportunity Map:** A bar graph or quadrant chart that shows unexplored prospects, like younger Gen Z audiences, tier-2 city outreach, and growth in male grooming.
- **Inventory Optimization Potential:** A graphic that highlights SKUs with excess stock or irregular restocking patterns to highlight areas where inventory turnover can be enhanced.
- **Partnership & Vendor Strategy:** An overview of the suggested onboarding of independent beauty brands and high-end skincare vendors to increase Nykaa's assortment diversity, written in text and based on KPIs.
- **Digital Innovation & Payment Trends:** A bar/line graphic illustrating the uptake of cutting-edge payment methods and upcoming feature launches, including loyalty-linked digital wallets, in-app augmented reality tools, and skin analyzer integrations.

VI. FINAL CONSULTATION AND MARKETING STRATEGY TAKEAWAY FOR BUSINESS

- 1) Nykaa's operational efficiency, customer engagement, and overall business growth can be greatly improved by implementing continuous improvement processes, a data-driven business model, Power BI for advanced analytics and visualization, and Salesforce CRM integration.

- 2) Using customer insights from CRM data, Nykaa can create innovative and customized marketing campaigns that increase user engagement and strengthen brand loyalty. Examples of these campaigns include influencer partnerships, loyalty rewards, and targeted offers.
- 3) Nykaa can establish a unique identity and draw in more attention by creating memorable taglines that are in line with its brand values. An example of a possible tagline would be *“Nykaa: Beauty that Empowers, Delivered to You.”*
- 4) While constantly improving its data-driven marketing and inventory strategies, Nykaa can investigate joint ventures with significant online marketplaces, beauty influencers, and local retail establishments to support growth.
- 5) **Subscription Boxes and Curated Kits:** Introduce bespoke subscription boxes or themed kits (such as Festive Glam, Skincare Starter, or Bridal) to boost customer lifetime value and introduce new products.
- 6) **Corporate Gifting and B2B Partnerships:** Offer carefully chosen beauty boxes to businesses for client appreciation, employee onboarding, or festivals to capitalize on the corporate gifting market. For B2B distribution, Nykaa can also target wellness retreats, hotels, and salons.

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