

Skincare & Beauty E-COMMERCE ANALYSIS

Sales

Profit

Customer

Maps

Order
details

Sales CY

€ 6,5M

Profit CY

€ 1,1M

Ratio profit

16,3 %

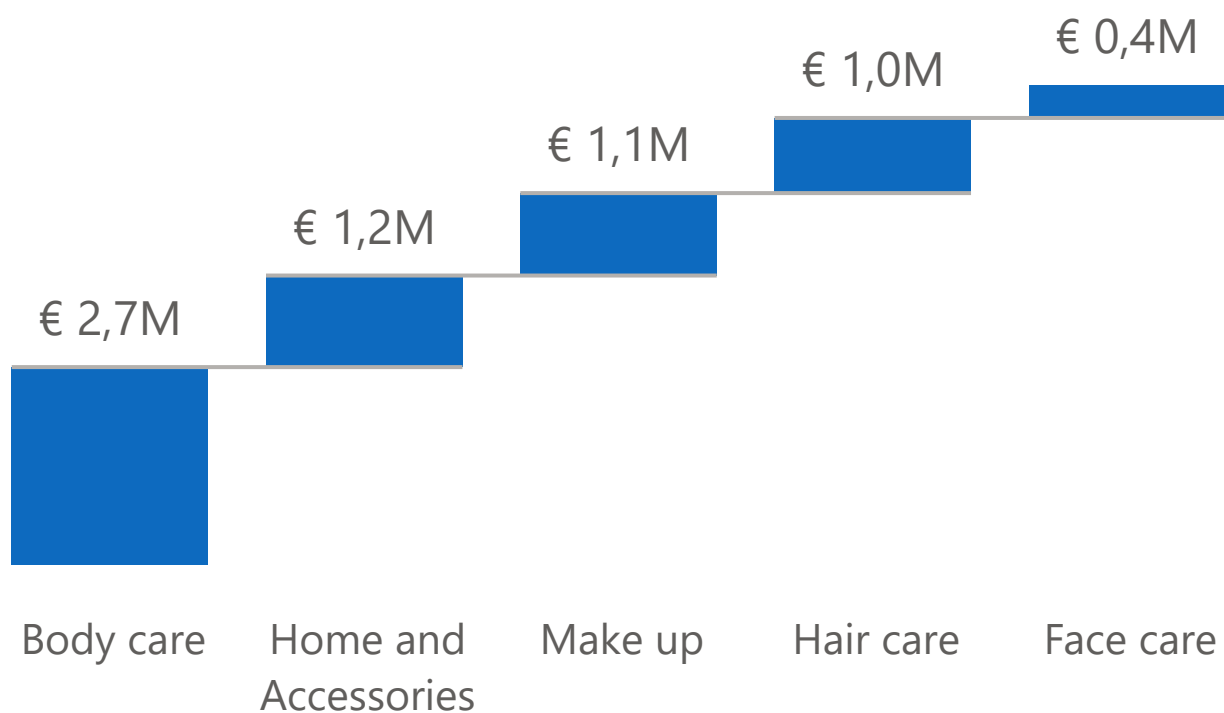
Total discount

€ 7,33K

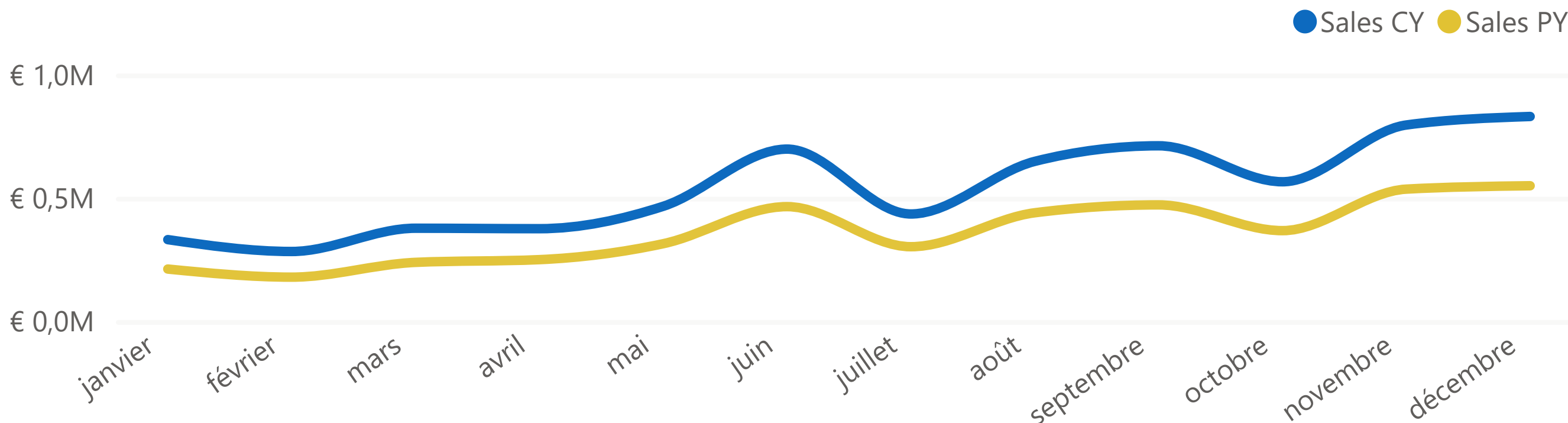
Customers

17K

Sales | by Category



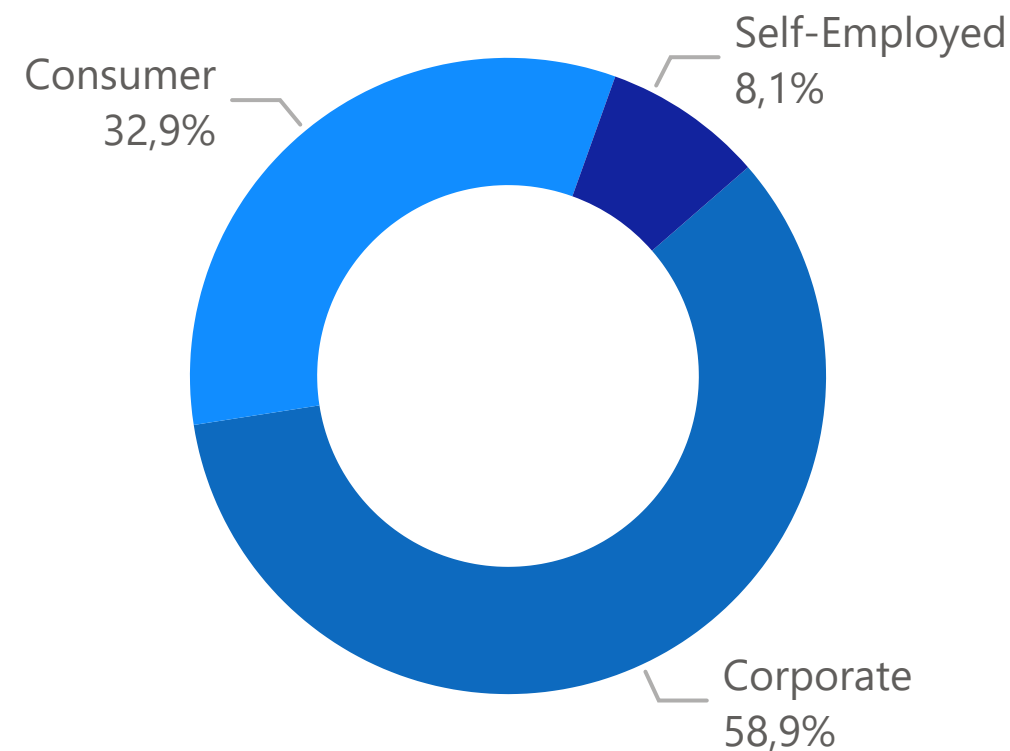
Sales | by Month



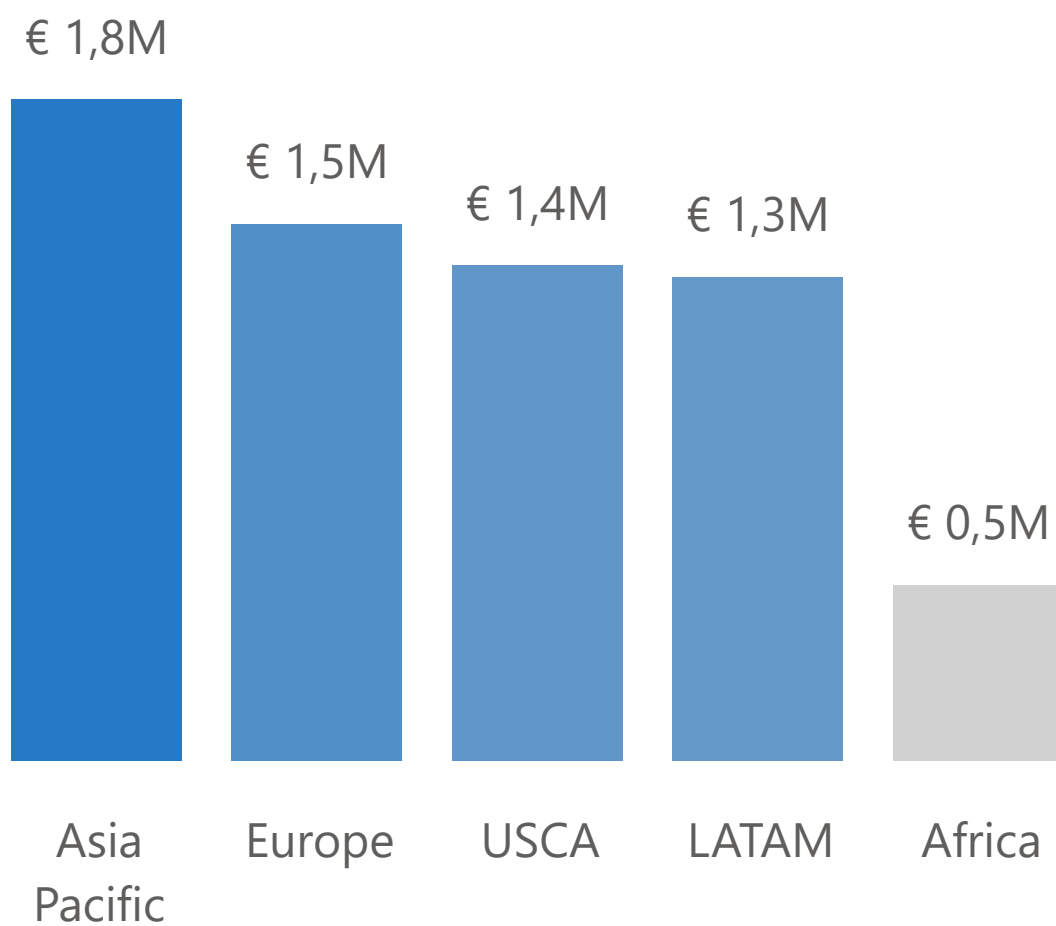
Sales | TOP 5 Product, Quantity and Profit

Product	Quantity	Profit CY	Sales CY
Essie Nail Polish Aruba Blue Shimmering Cobalt	460	€ 765,7	€ 4 140,0
Head & Shoulders Classic Clean Conditioner	518	€ 2 960,8	€ 16 058,0
Herbal Essences Bio	1780	€ 9 089,7	€ 67 640,0
Neutrogena Hydro Boost Gel Cream	1195	€ 2 994,1	€ 15 535,0
Redken Color Extend Magnetics Conditioner	476	€ 396,4	€ 2 380,0

Sales | by Segment



Sales | by Market



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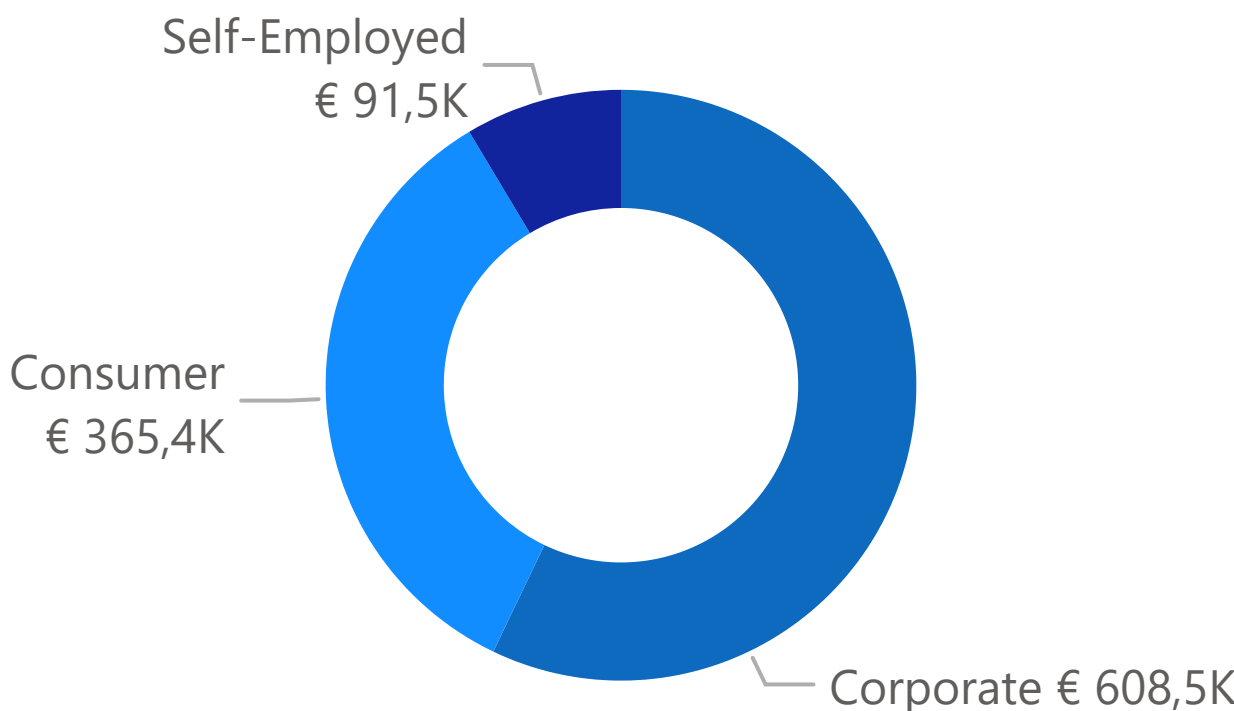
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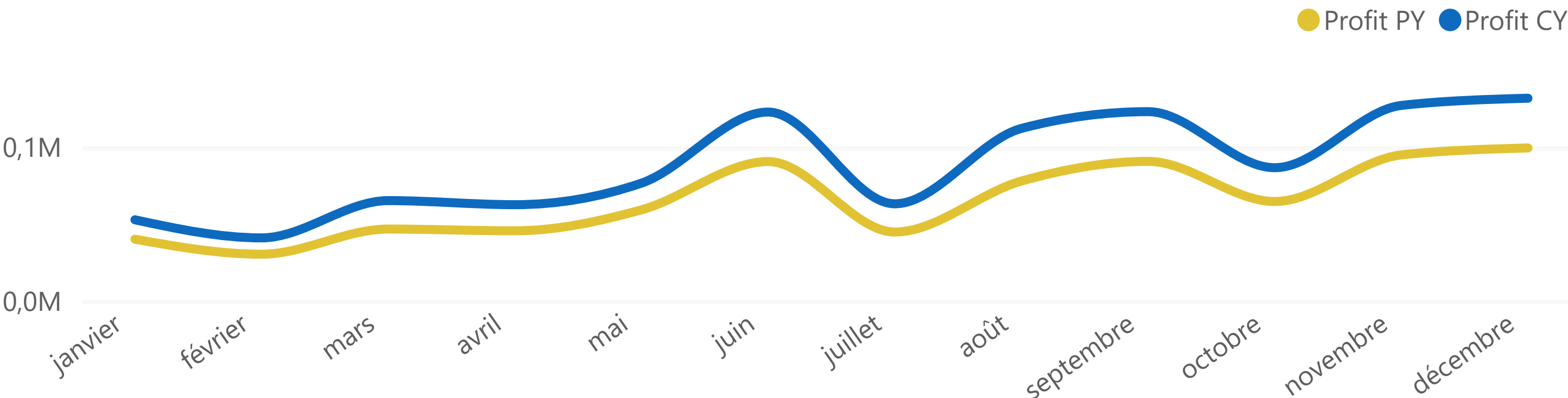
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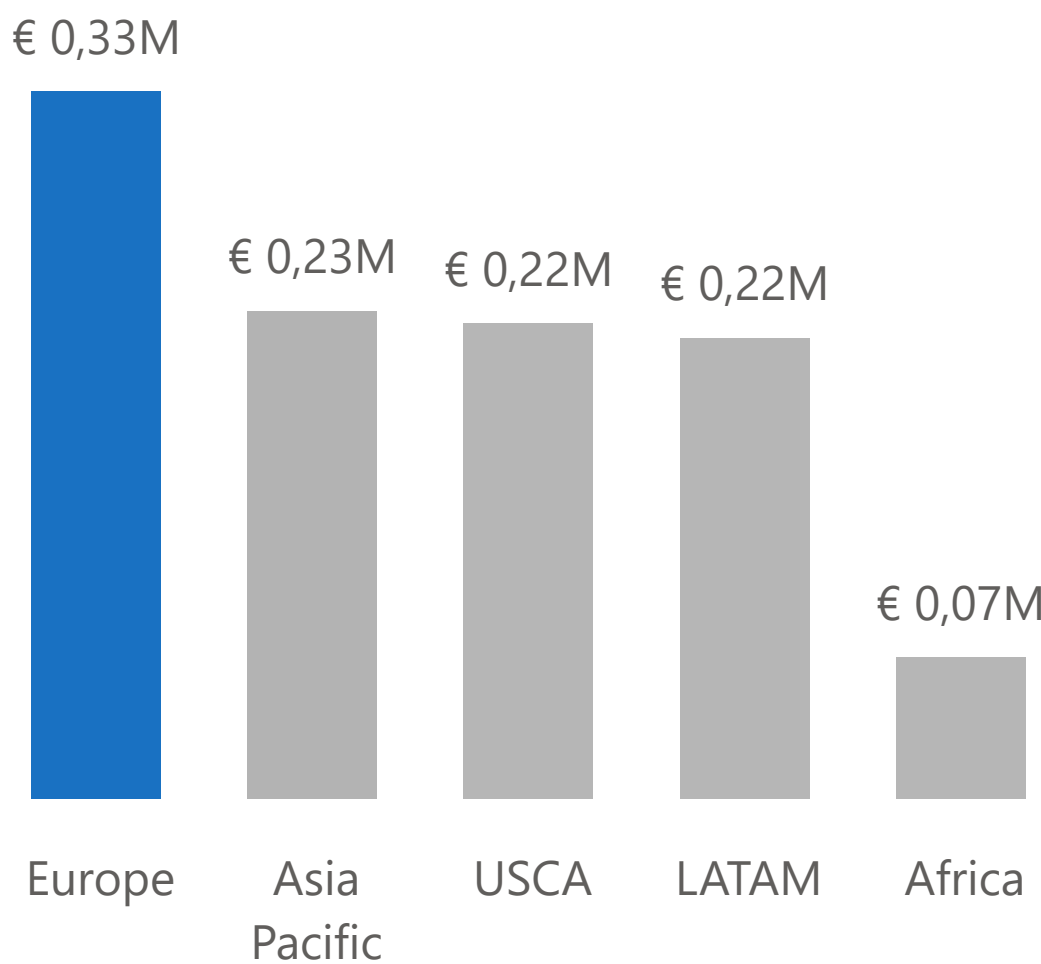
Sales | by Segment



Sales | by Month



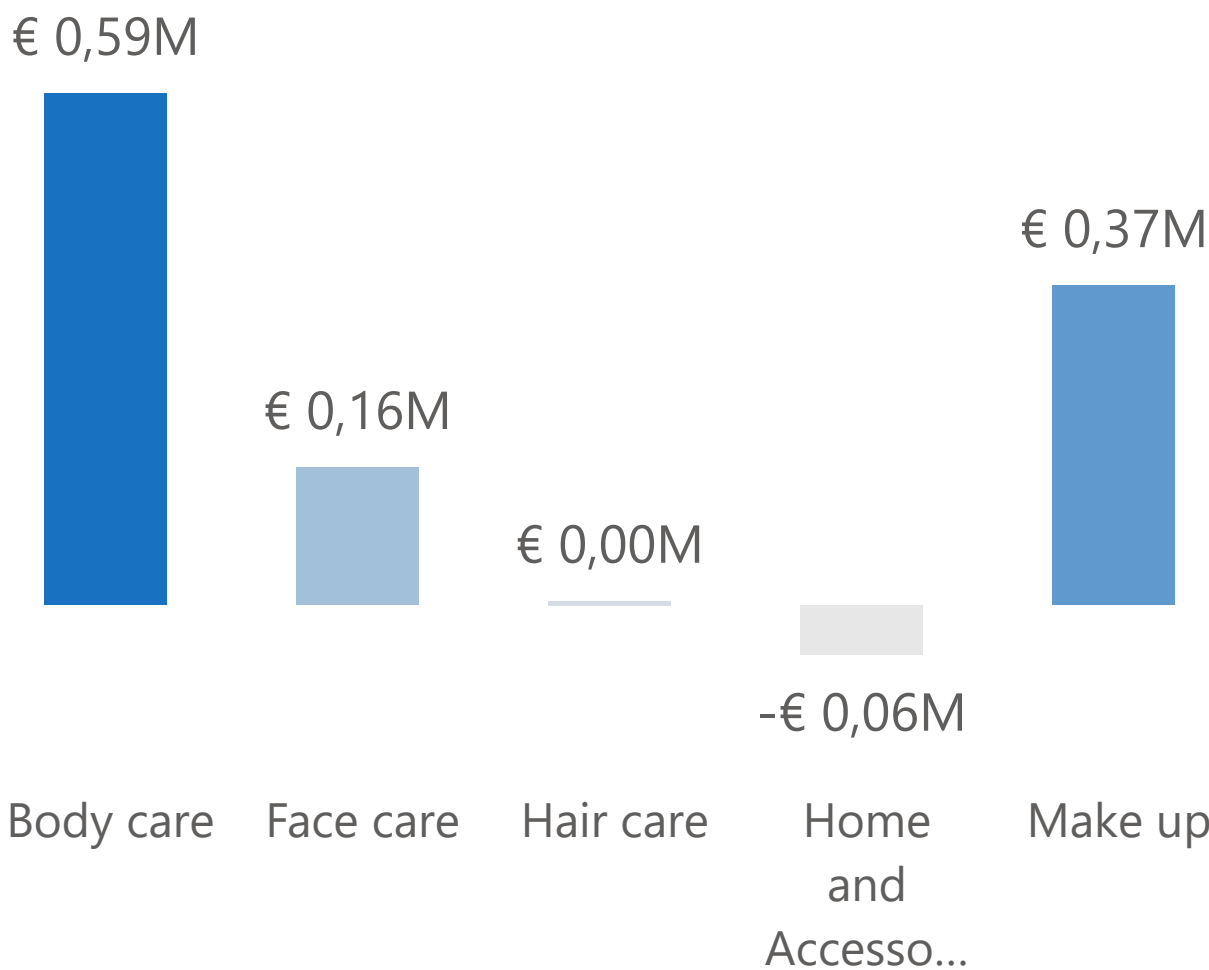
Profit | by Market



Profit | TOP Country, Quantity and Sales

Country	Quantity	Sales	Profit CY
Afghanistan	413	€ 8 509,0	€ 2 456,7
Albania	127	€ 5 403,0	€ 2 433,8
Algeria	859	€ 15 023,0	€ 5 382,3
Angola	527	€ 11 886,0	€ 3 927,1
Argentina	2269	€ 55 989,0	-€ 6 794,7
Armenia	3	€ 34,0	€ 15,6
Australia	15937	€ 381 404,0	€ 61 833,0
Austria	1815	€ 42 762,0	€ 13 077,7
Azerbaijan	167	€ 3 533,0	€ 975,2
Bahrain	32	€ 732,0	€ 106,8

Profit | by Category



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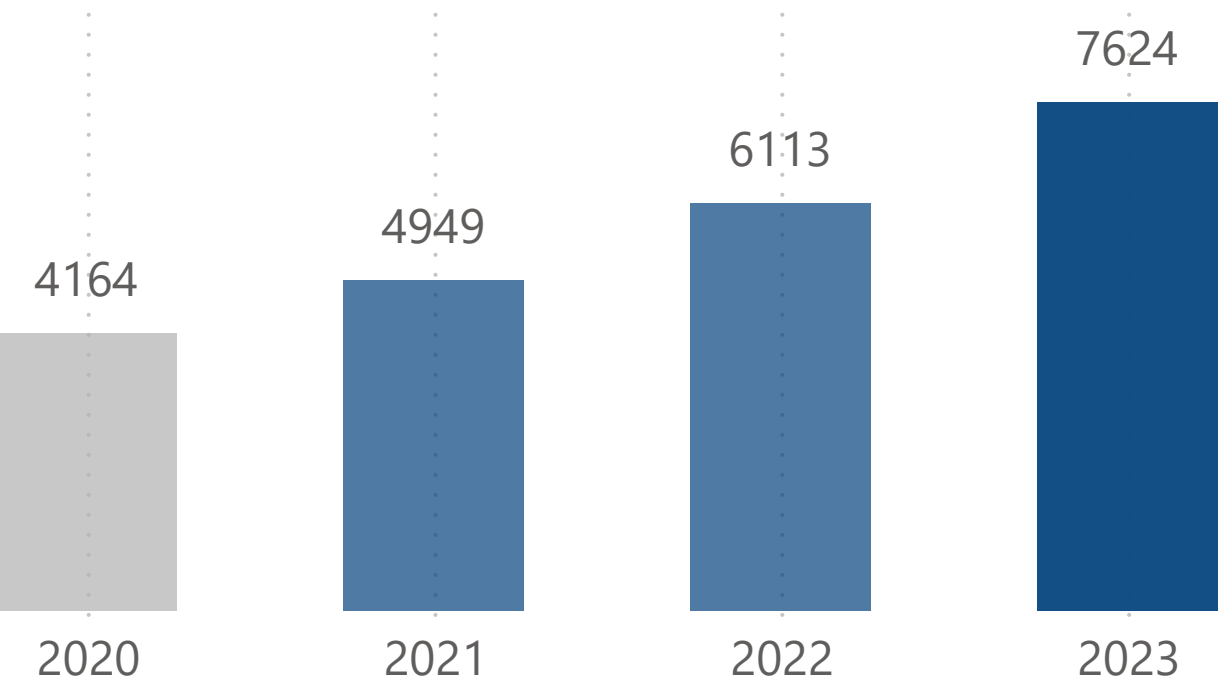
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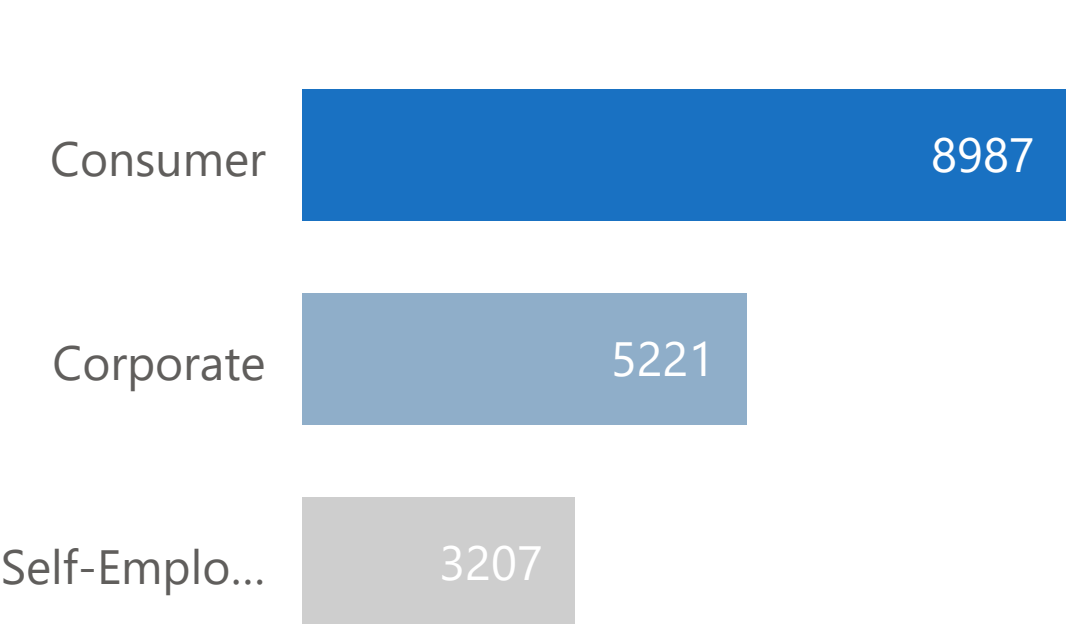
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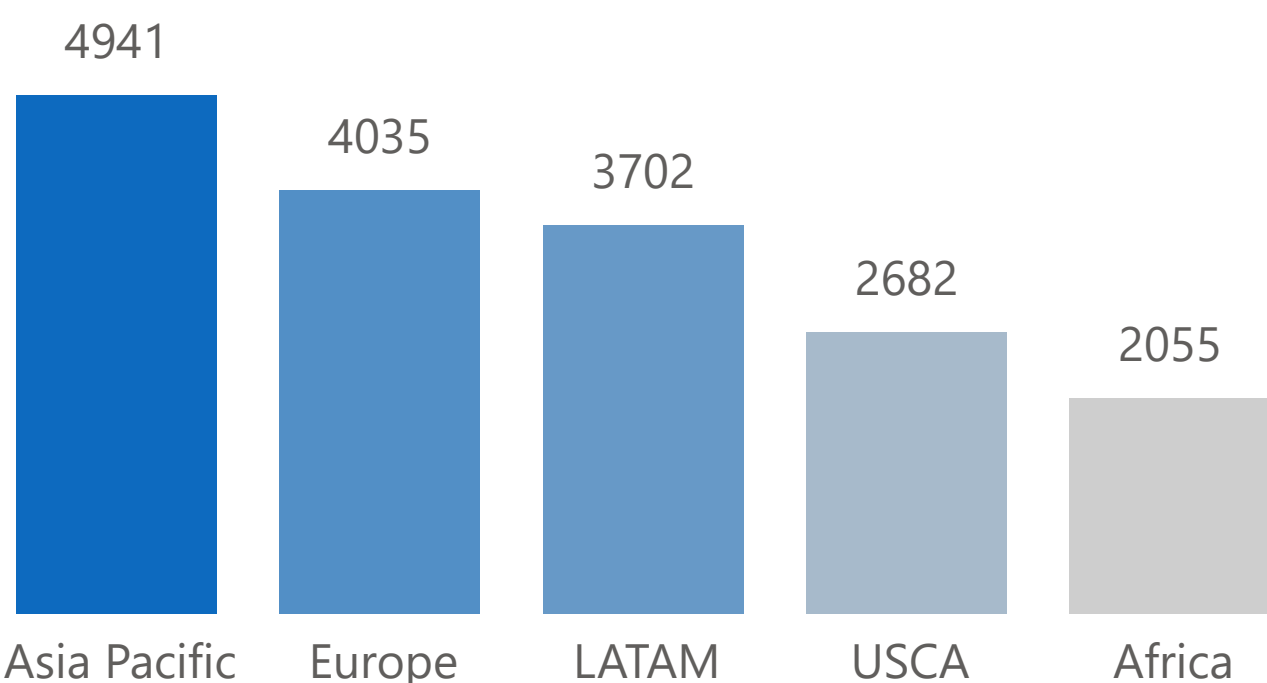
Customer | by year



Total Customers | by segment

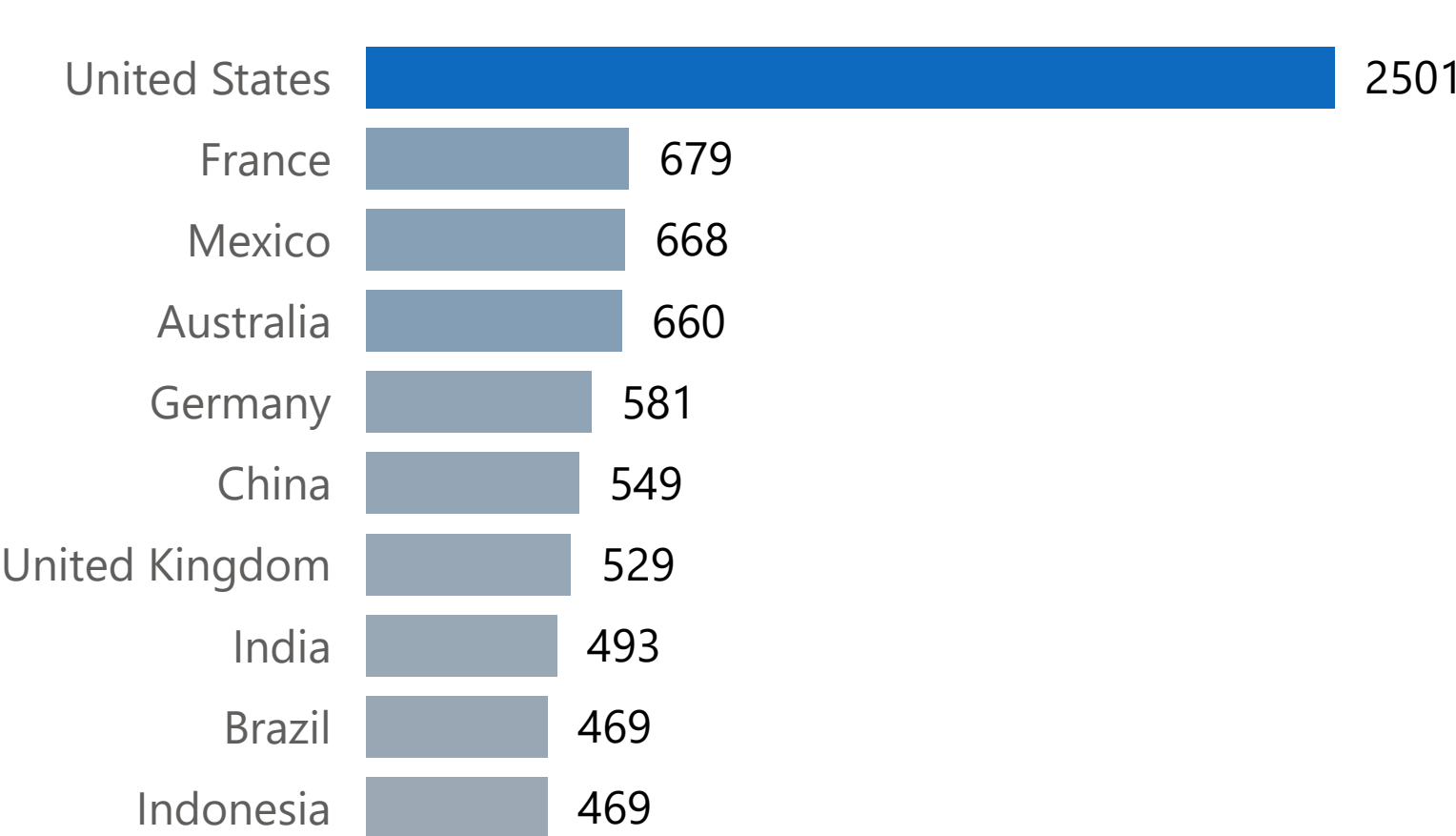


Total Customers | by Market



Customer | By Country

Drill down Customers by City



TOP Customer | by Sales

CUSTOMER ID	City	Country	SALES	Profit	PROFIT RATIO
SP-20620102	Pasig	Philippines	€ 6 235,0	-€ 331,2	-5,3 %
RR-9525134	Sivas	Turkey	€ 5 900,0	-€ 2 150,0	-36,4 %
YS-2188048	Neunkirchen	Germany	€ 5 894,0	€ 977,4	16,6 %
YS-2188031	San José de las Lajas	Cuba	€ 5 622,0	€ 1 536,3	27,3 %
EH-1376527	Yibin	China	€ 5 489,0	€ 1 954,1	35,6 %
FH-1436539	San Salvador	El Salvador	€ 5 189,0	€ 1 746,1	33,7 %

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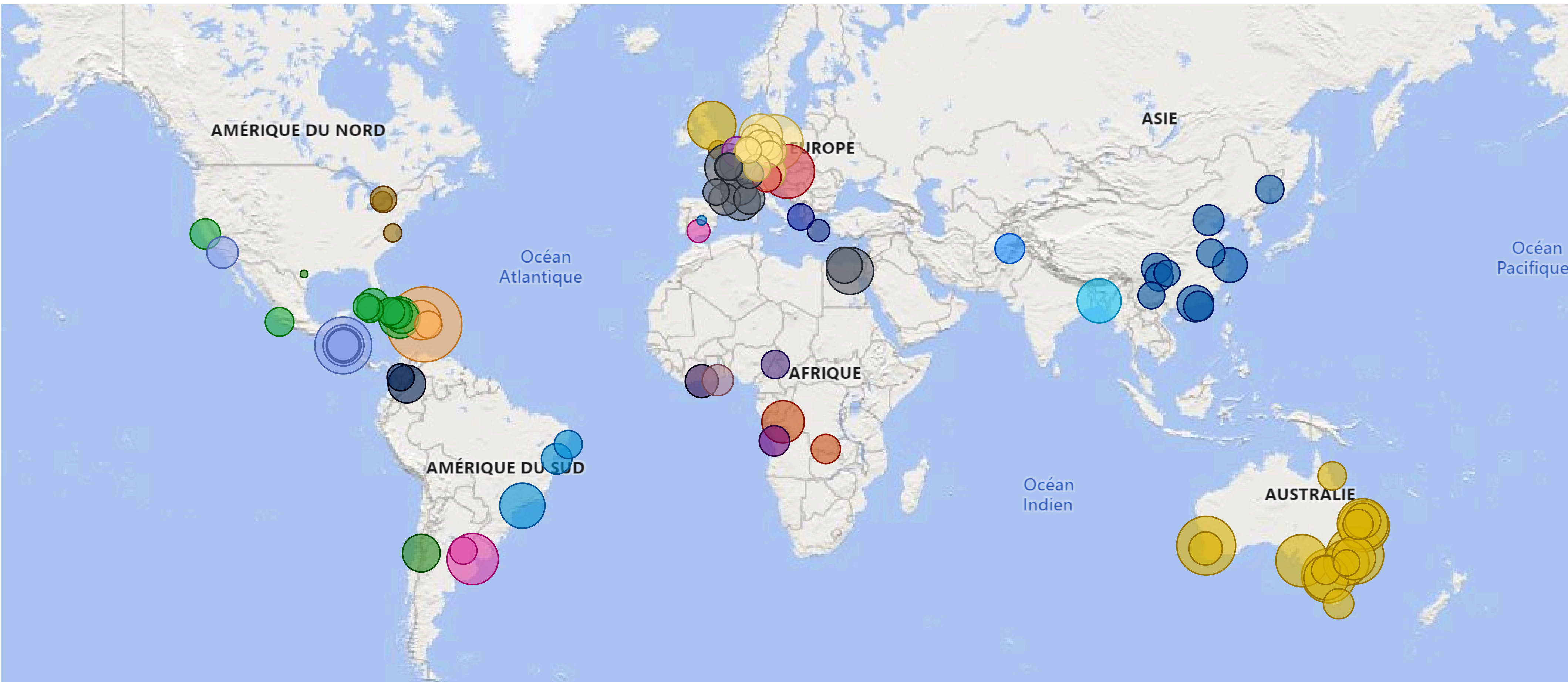
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Sales | by Country



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Order Details

ORDER ID	CUSTOMER ID	STATE	SALES	PROFIT RATIO	DISCOUNT	QUANTITY	ORDER DATE
ID-2014-SP20620102-41879	SP-20620102	National Capital	€ 6 235,0	-5,3 %	€ 1,75	73	28/08/2022
TU-2015-RR9525134-42280	RR-9525134	Sivas	€ 5 900,0	-36,4 %	€ 3,60	83	03/10/2023
IT-2013-YS2188048-41607	YS-2188048	Saarland	€ 5 894,0	16,6 %	€ 0,00	64	29/11/2021
MX-2015-YS2188031-42244	YS-2188031	Mayabeque	€ 5 622,0	27,3 %	€ 0,00	99	28/08/2023
IN-2014-EH1376527-41855	EH-1376527	Sichuan	€ 5 489,0	35,6 %	€ 0,00	67	04/08/2022
MX-2015-FH1436539-42081	FH-1436539	San Salvador	€ 5 189,0	33,7 %	€ 0,00	104	18/03/2023
US-2015-LS17200140-42217	LS-172001402	Wisconsin	€ 5 153,0	40,0 %	€ 0,00	35	01/08/2023
CA-2014-LS17200140-41967	LS-172001406	Pennsylvania	€ 5 036,0	-6,7 %	€ 0,60	29	24/11/2022
IN-2013-MY1829527-41300	MY-1829527	Sichuan	€ 5 001,0	41,4 %	€ 0,00	149	26/01/2021
CA-2015-DR12880140-42244	DR-128801404	California	€ 4 746,0	19,8 %	€ 0,60	102	28/08/2023
MX-2015-HK1489018-42326	HK-1489018	Alagoas	€ 4 630,0	-4,5 %	€ 0,20	53	18/11/2023
AL-2013-ML73952-41388	ML-73952	Vlorë	€ 4 522,0	47,7 %	€ 0,00	51	24/04/2021
US-2015-AM10360101-42077	AM-10360101	Illinois	€ 4 517,0	-15,4 %	€ 1,20	44	14/03/2023

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