

Business Problem Statement

A skincare brand launched a new sunscreen product with three variants at the beginning of the summer season in India. The company wants to evaluate how successful the launch was, understand customer purchasing behavior, and identify opportunities to improve product performance, channel effectiveness, and regional sales.

Key Business Questions

Launch Impact

- What was the average daily sales before the launch?
- What was the average daily sales after the launch?
- What is the percentage growth in sales after launch?

Product Performance

- Which variant generated the highest revenue?
- Which variant sold the most units?
- Which variant contributed the most profit?

Customer Behavior

- What percentage of customers are repeat customers?
- Do repeat customers contribute more revenue than new customers?

Age Group Insights

- Which age group purchases the most?
- Which age group spends the most per order?
- Which variant is most popular among each age group?

Channel Effectiveness

- Which channel generates more revenue: online or in-store?
- Which channel has a higher average order value?
- How does channel performance change after launch?

Regional Performance

- Which region generates the highest revenue?
- Which region shows the fastest growth after launch?