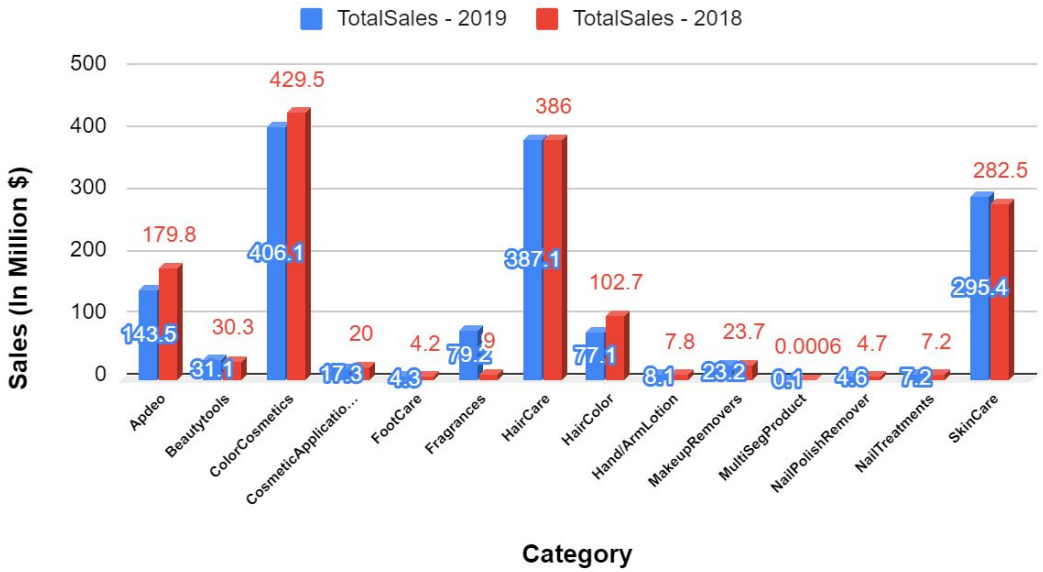
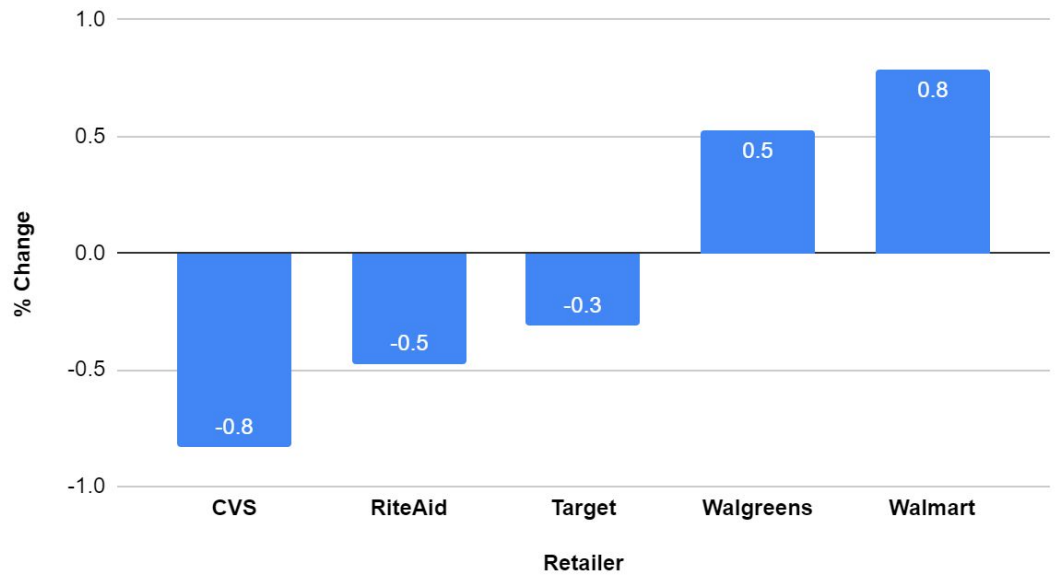
DATA ANALYTICS

The "**Monthly insights data**" provides the **sales details of various products sold out by different retailers for two consecutive years**. This data will helps to get better idea about the **selling trends of various products thus helps to identify the sales performance of various brands & retailers**. We could be able to find out the Selling trends of individual products by comparing category wise sales. Also sales performance of the retailers can be understood by comparing retailer wise sales comparison.

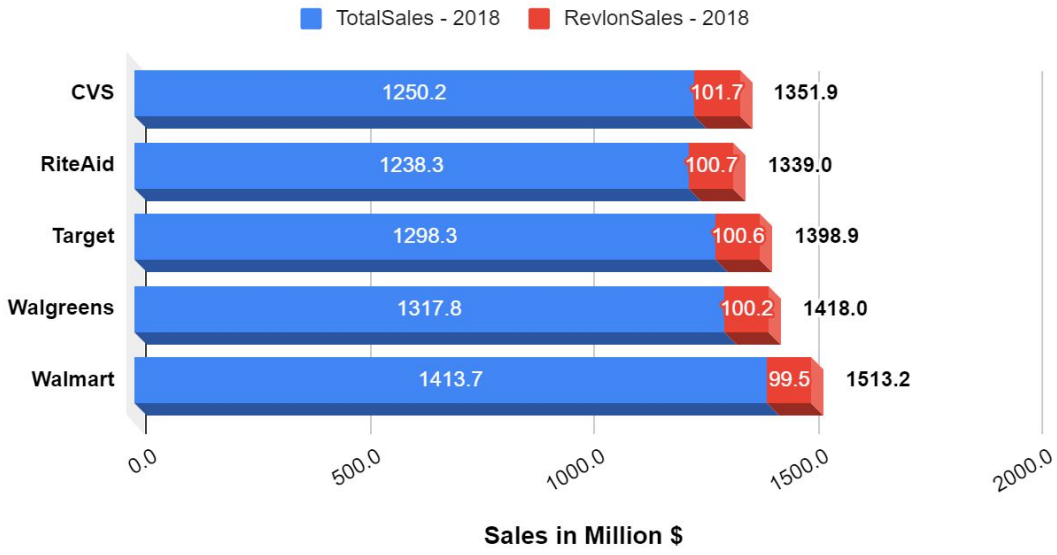
Category Wise Sales Comparison



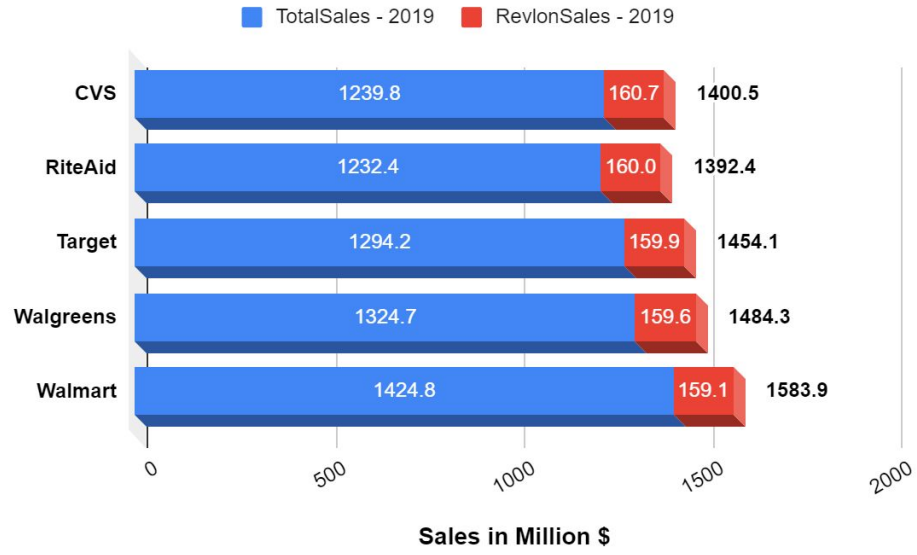
Retailer Wise Percentage Change in Sales

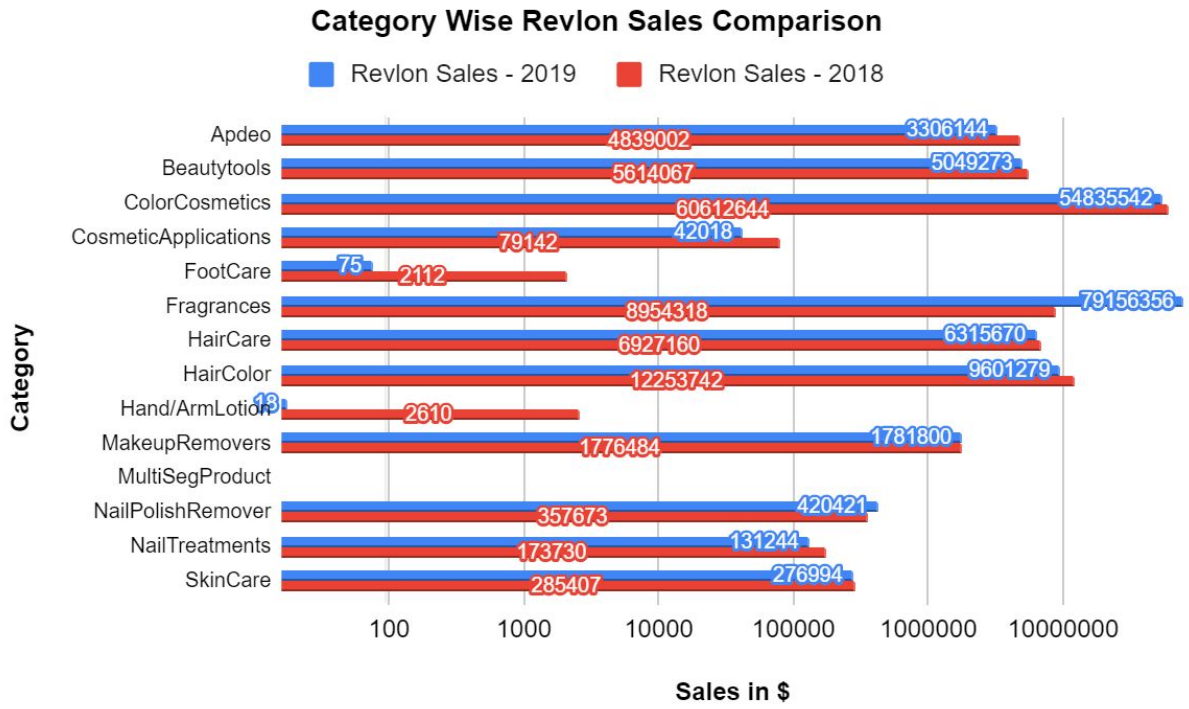


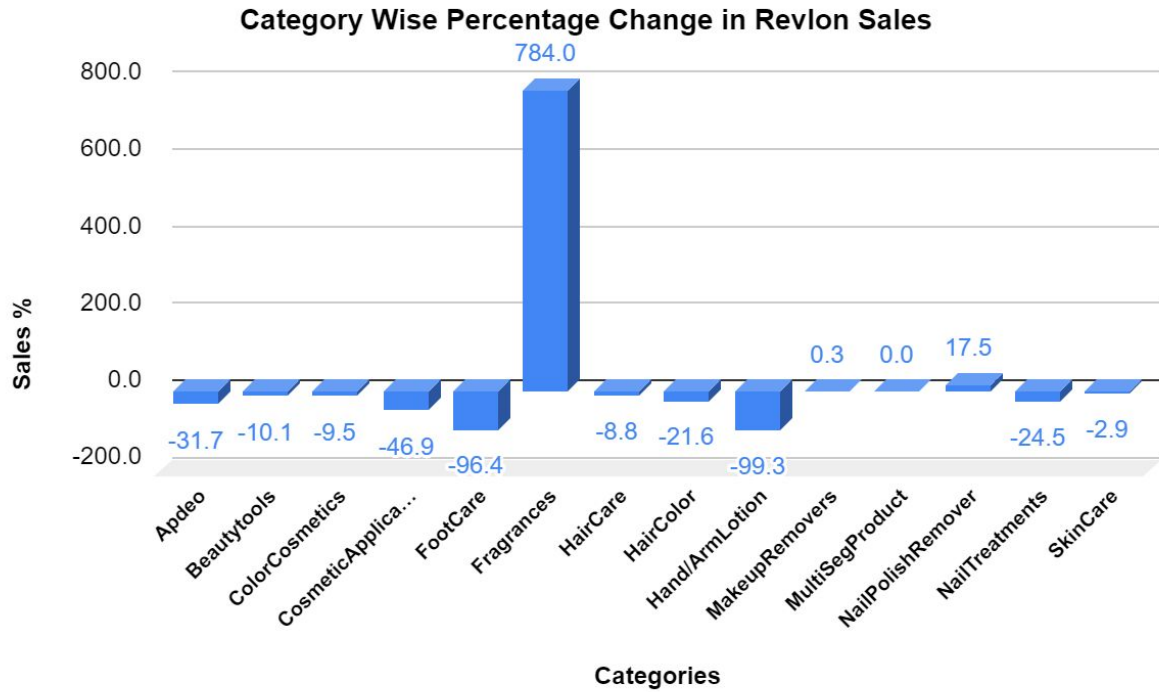
Retailer Wise Sales Comparison - 2018

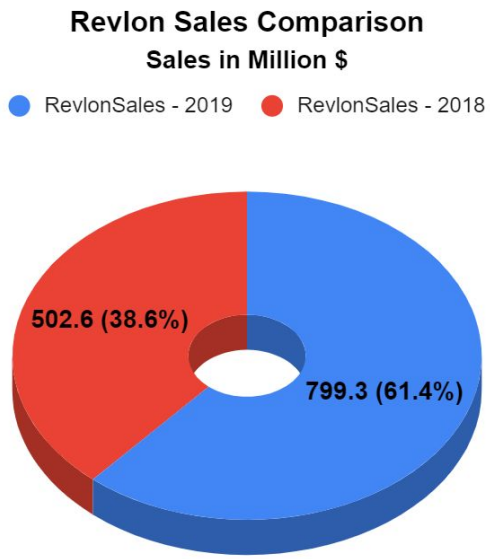


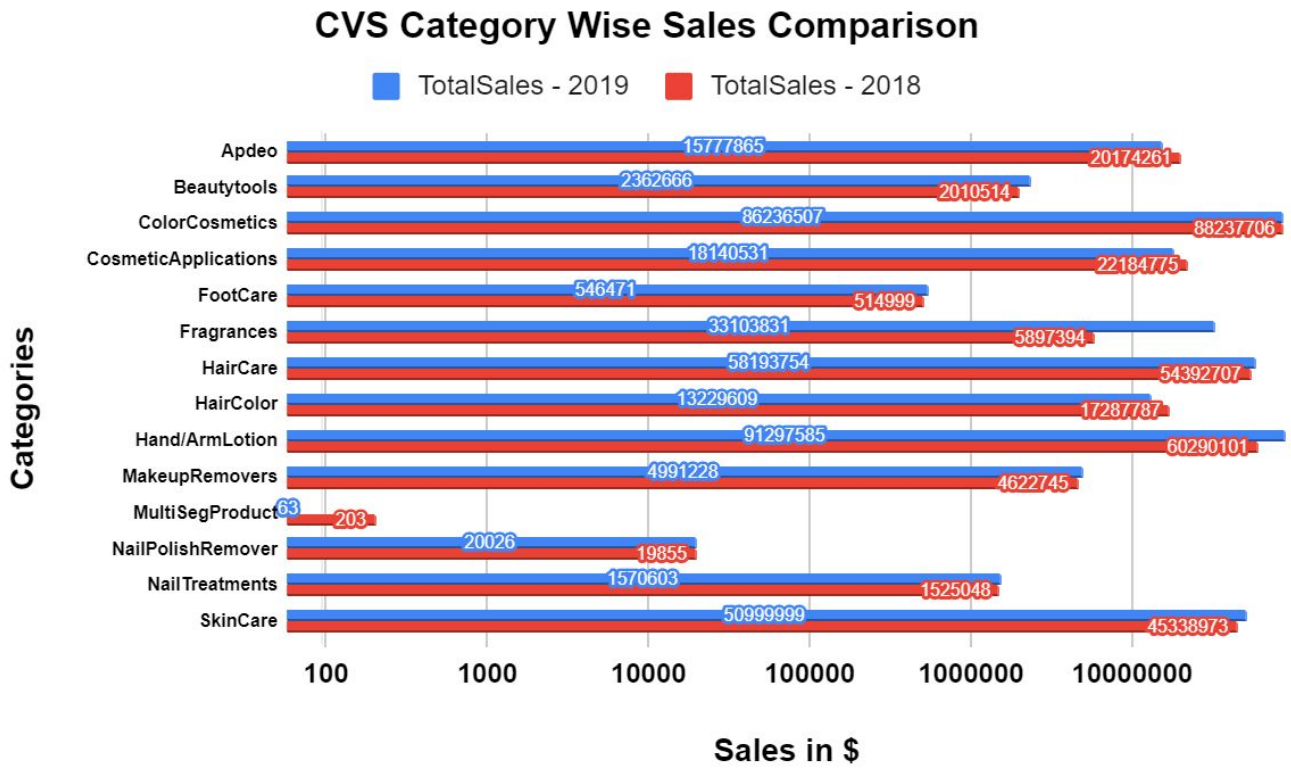
Retailer Wise Sales Comparison - 2019

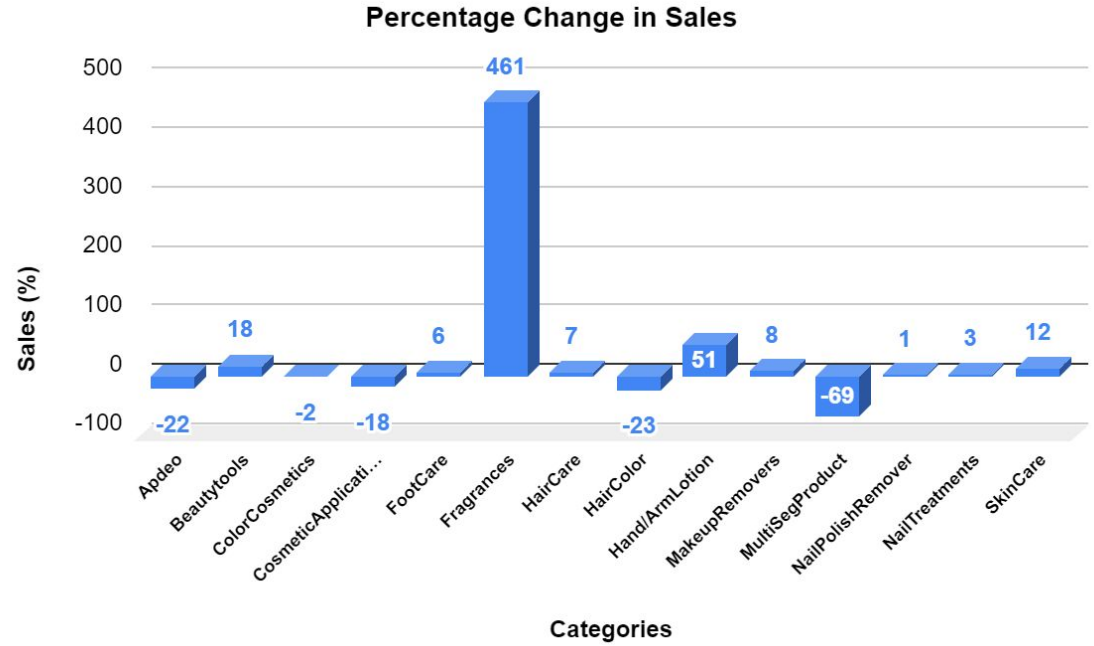


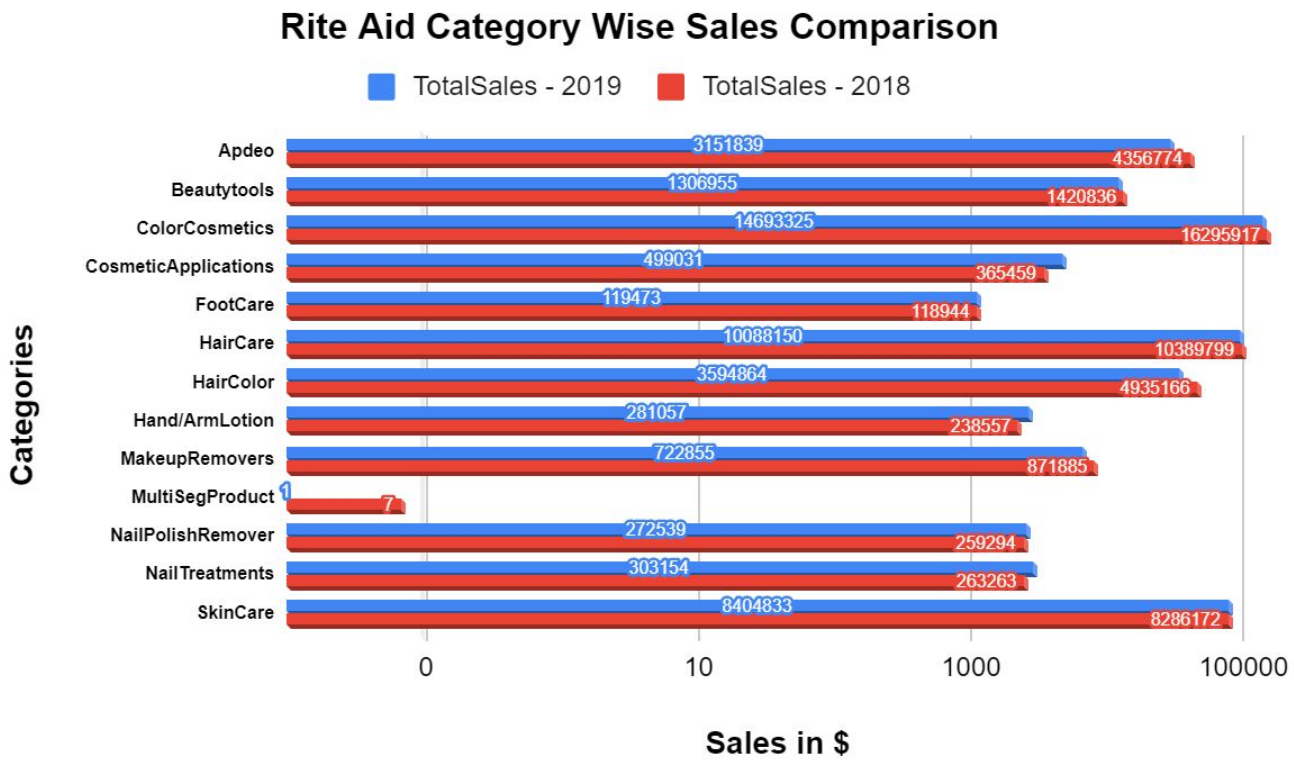

Category Wise Revlon Sales Comparison
Revlon Sales - 2019
Revlon Sales - 2018
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
FootCare
Fragrances
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
3306144
4839002
5049273
5614067
54835542
60612644
42018
79142
75
2112
79156356
8954318
6315670
6927160
9601279
12253742
13
2610
1781800
1776484
420421
357673
131244
173730
276994
285407
100
1000
10000
100000
1000000
10000000
Category
Sales in $

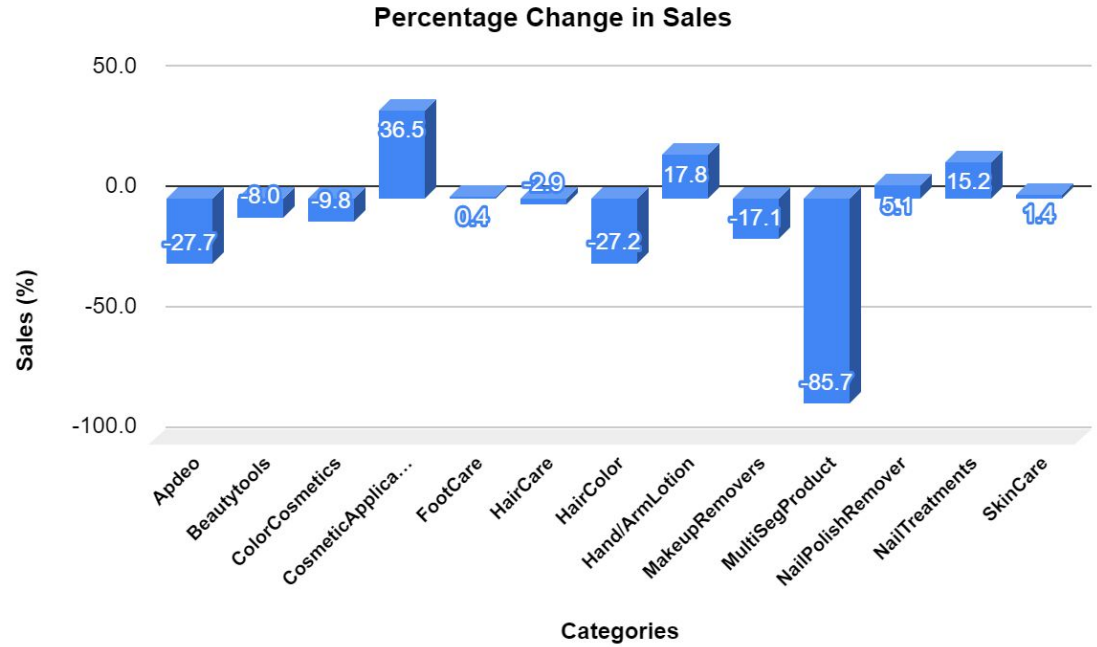

Category Wise Percentage Change in Revlon Sales
800.0
600.0
400.0
200.0
0.0
-200.0
Sales %
784.0
-31.7
-10.1
-9.5
-46.9
-96.4
-8.8
-21.6
-99.3
0.3
0.0
17.5
-24.5
-2.9
Apdeo
Beautytools
ColorCosmetics
CosmeticApplica...
FootCare
Fragrances
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
Categories


Revlon Sales Comparison
Sales in Million $
RevlonSales - 2019
RevlonSales - 2018
502.6 (38.6%)
799.3 (61.4%)

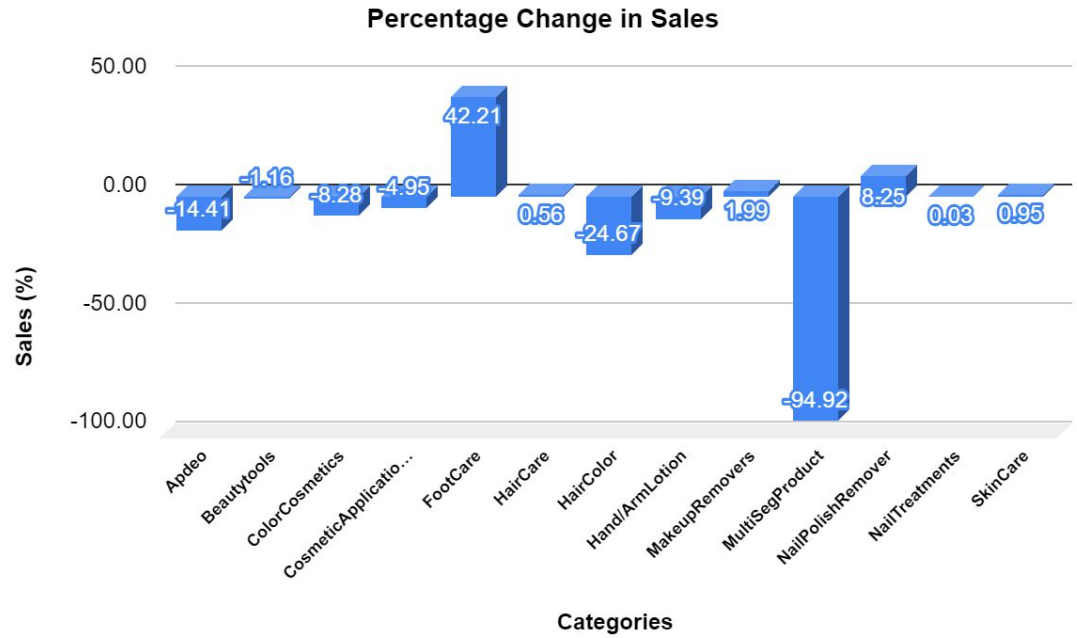

CVS Category Wise Sales Comparison
TotalSales - 2019
TotalSales - 2018
Categories
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
FootCare
Fragrances
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
15777865
20174261
2362666
2010514
86236507
88237706
18140531
22184775
546471
514999
33103831
5897394
58193754
54392707
13229609
17287787
91297585
60290101
4991228
4622745
63
203
20026
19855
1570603
1525048
50999999
45338973
100
1000
10000
100000
1000000
10000000
Sales in $

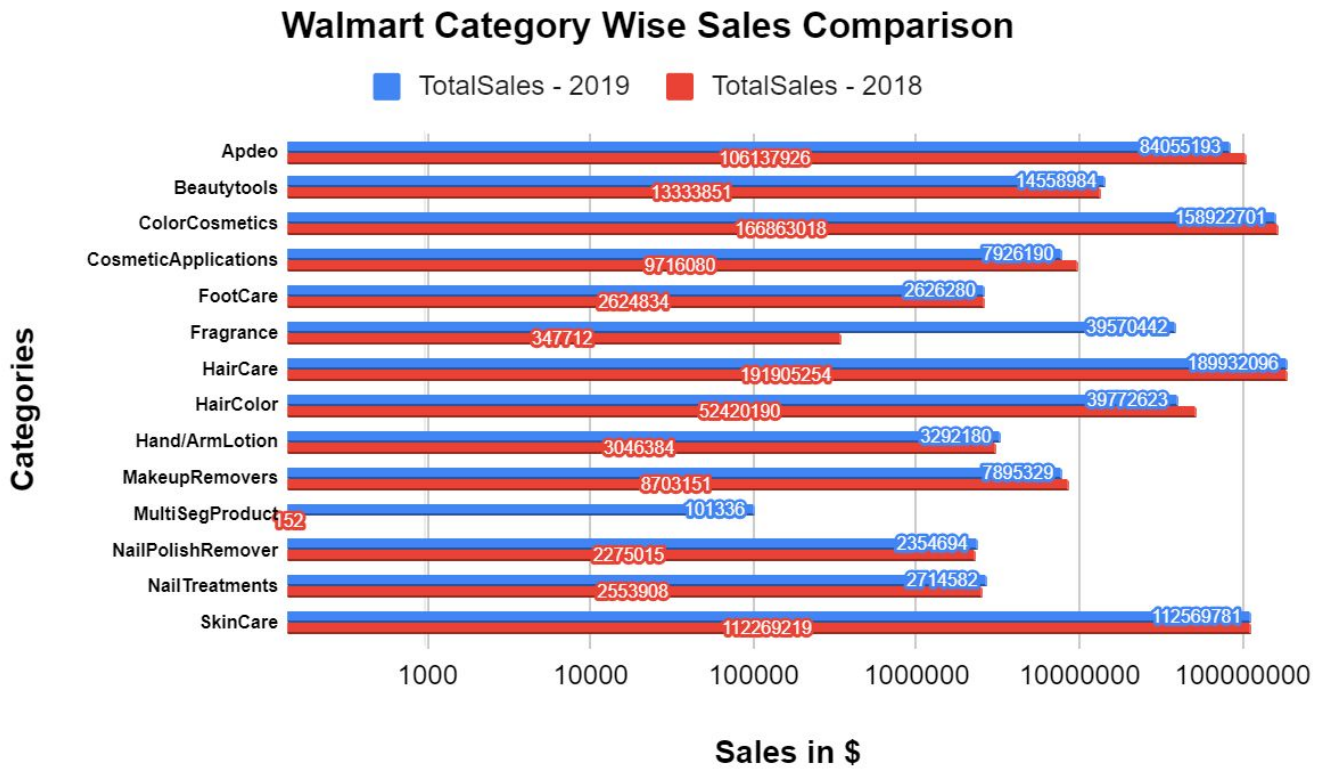

Percentage Change in Sales
Sales (%)
500
400
300
200
100
0
-100
-22
18
-2
-18
6
461
7
-23
51
8
-69
1
3
12
Apdeo
Beautytools
ColorCosmetics
CosmeticApplicati...
FootCare
Fragrances
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
Categories

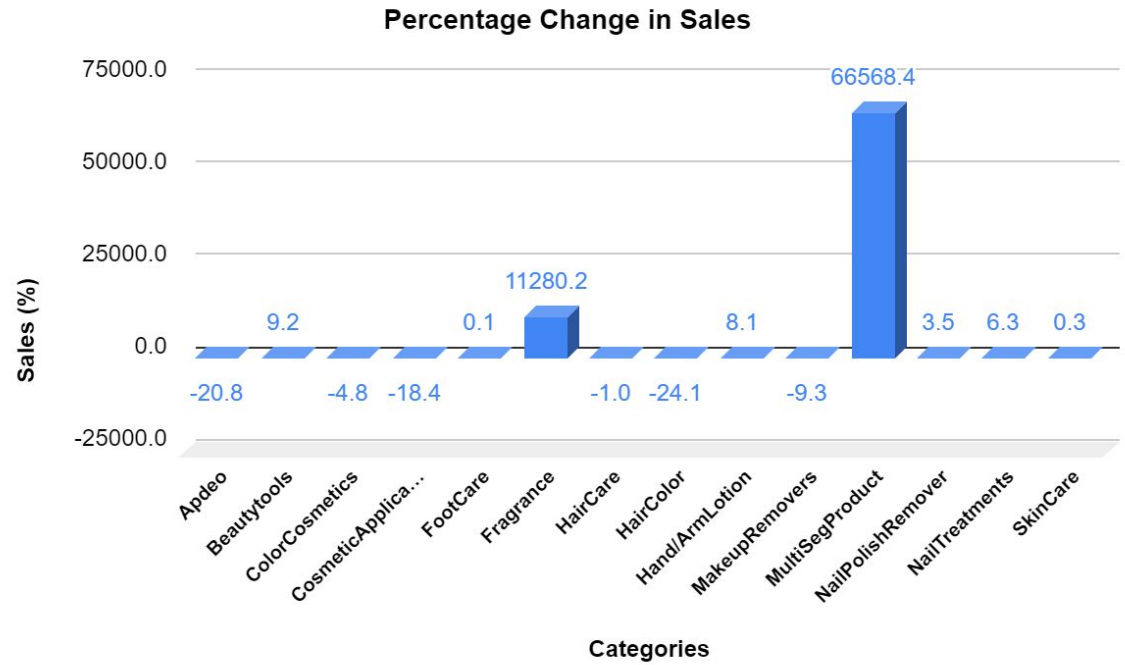

Rite Aid Category Wise Sales Comparison
TotalSales - 2019
TotalSales - 2018
Categories
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
FootCare
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
3151839
4356774
1306955
1420836
14693325
16295917
499031
365459
119473
118944
10088150
10389799
3594864
4935166
281057
238557
722855
871885
1
7
272539
259294
303154
263263
8404833
8286172
0
10
1000
100000
Sales in $

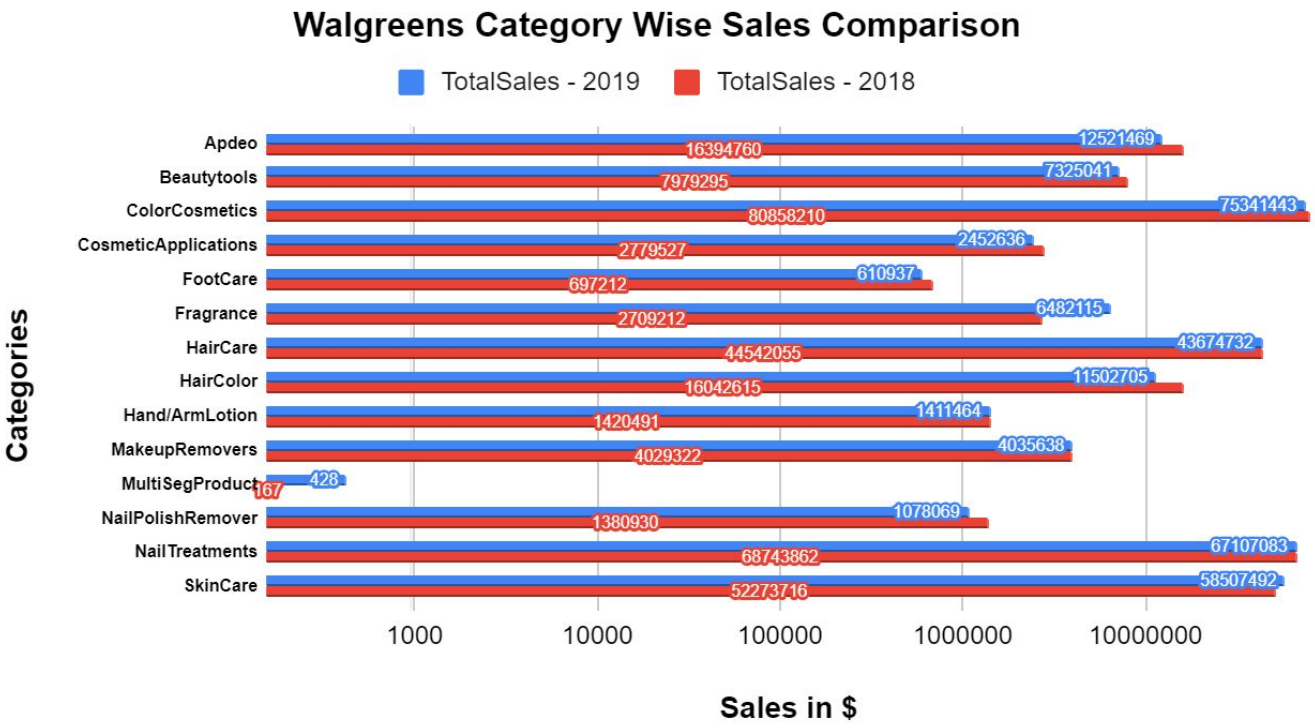

Percentage Change in Sales
Sales (%)
50.0
0.0
-50.0
-100.0
-27.7
-8.0
-9.8
36.5
0.4
-2.9
-27.2
17.8
-17.1
-85.7
5.1
15.2
1.4
Apdeo
Beautytools
ColorCosmetics
CosmeticApplica...
FootCare
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
Categories

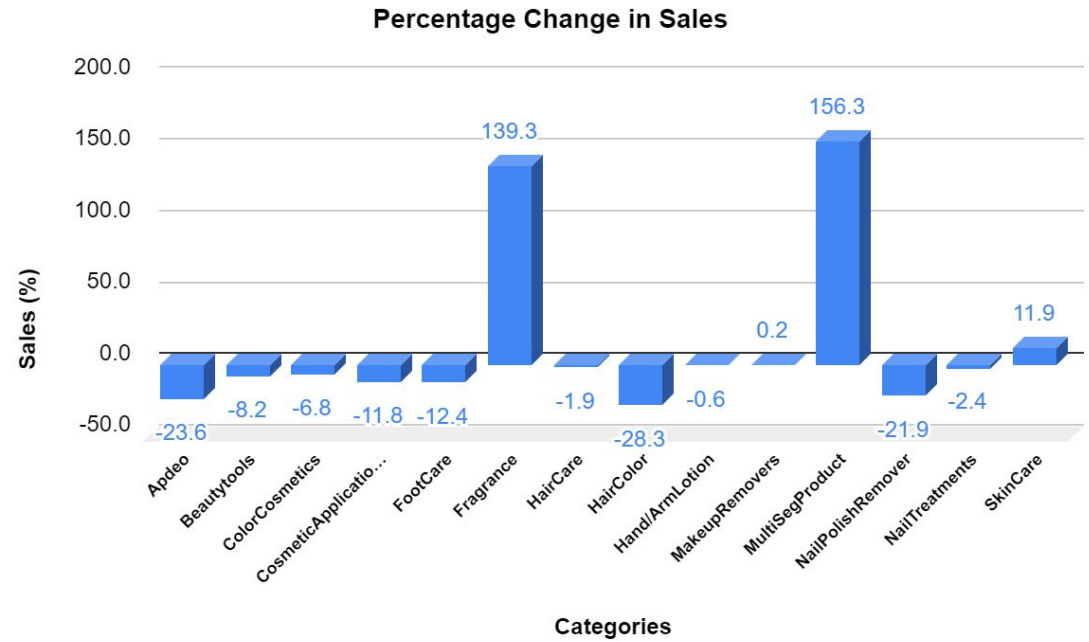
Target Category Wise Sales Comparison
TotalSales - 2019
TotalSales - 2018
Categories
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
FootCare
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
27998392
32712782
5539183
5604026
70856638
77256091
5353598
5632172
367410
258362
85219776
84744136
9041481
12001763
1604336
1770624
5551783
5443282
3
59
865032
799085
1164096
1163804
64958107
64349041
10
100
1000
10000
100000
1000000
10000000
Sales in $


Percentage Change in Sales
Sales (%)
50.00
0.00
-50.00
-100.00
-14.41
-1.16
-8.28
-4.95
42.21
0.56
-24.67
-9.39
1.99
-94.92
8.25
0.03
0.95
Apdeo
Beautytools
ColorCosmetics
CosmeticApplicatio...
FootCare
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
Categories

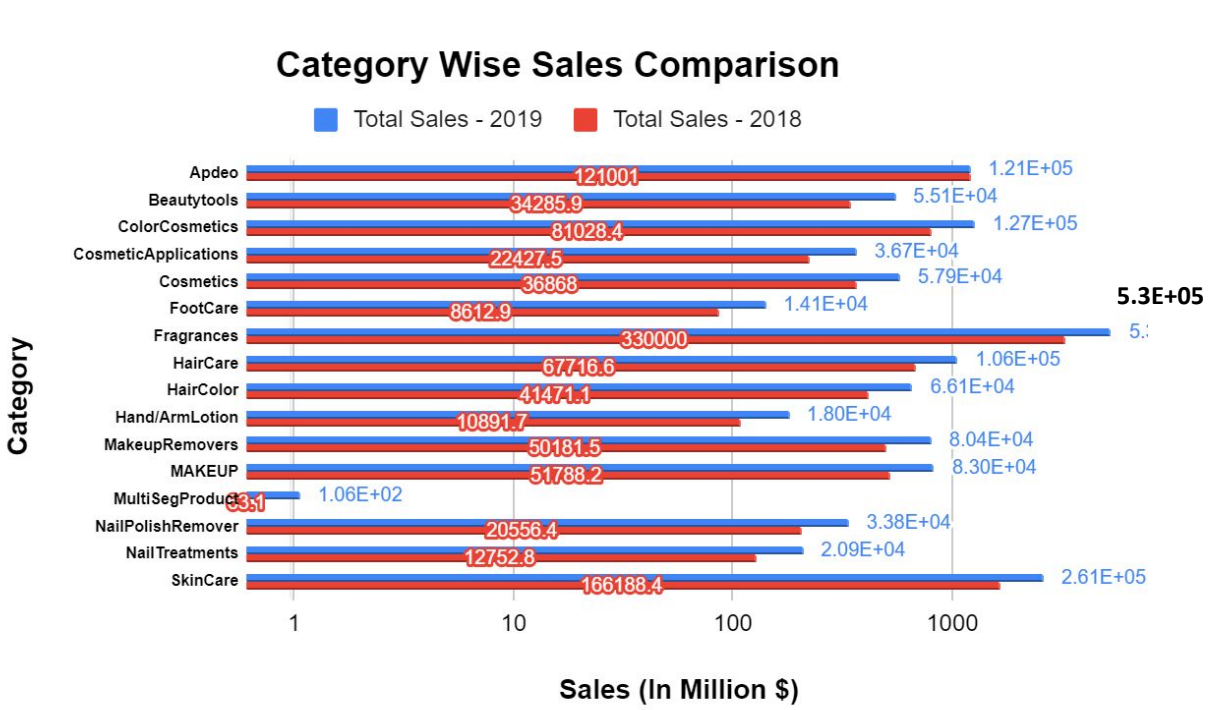

Walmart Category Wise Sales Comparison
TotalSales - 2019
TotalSales - 2018
Categories
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
FootCare
Fragrance
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
84055193
106137926
14558984
13333851
158922701
166863018
7926190
9716080
2626280
2624834
39570442
347712
189932096
191905254
39772623
52420190
3292180
3046384
7895329
8703151
101336
152
2354694
2275015
2714582
2553908
112569781
112269219
1000
10000
100000
1000000
10000000
100000000
Sales in $

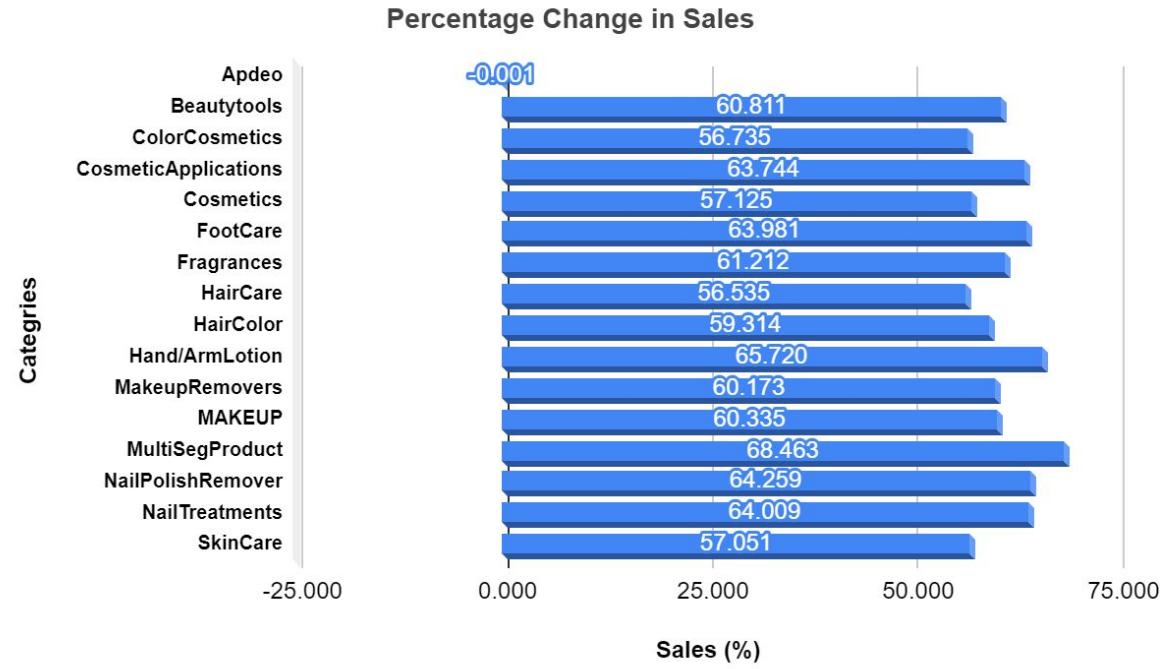

Percentage Change in Sales
Sales (%)
75000.0
50000.0
25000.0
0.0
-25000.0
-20.8
9.2
-4.8
-18.4
0.1
11280.2
-1.0
-24.1
8.1
-9.3
66568.4
3.5
6.3
0.3
Apdeo
Beautytools
ColorCosmetics
CosmeticApplica...
FootCare
Fragrance
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
Categories

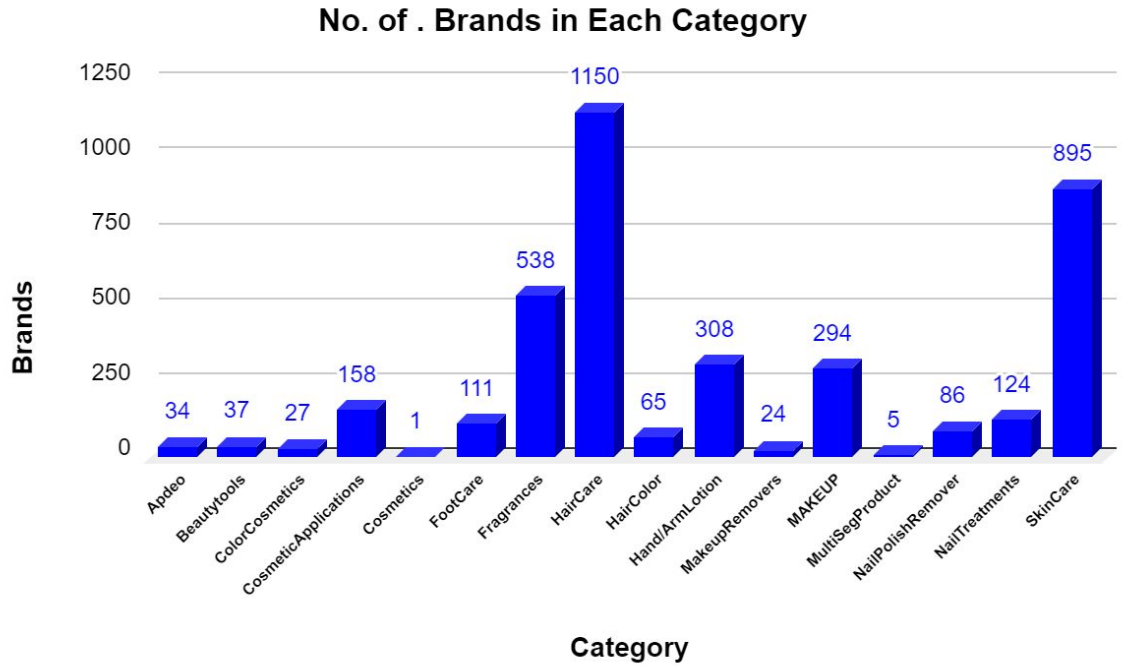

Walgreens Category Wise Sales Comparison
TotalSales - 2019
TotalSales - 2018
Categories
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
FootCare
Fragrance
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
12521469
16394760
7325041
7979295
75341443
80858210
2452636
2779527
610937
697212
6482115
2709212
43674732
44542055
11502705
16042615
1411464
1420491
4035638
4029322
428
167
1078069
1380930
67107083
68743862
58507492
52273716
1000
10000
100000
1000000
10000000
Sales in $


Percentage Change in Sales
Sales (%)
200.0
150.0
100.0
50.0
0.0
-50.0
-23.6
-8.2
-6.8
-11.8
-12.4
139.3
-1.9
-28.3
-0.6
0.2
156.3
-21.9
-2.4
11.9
Apdeo
Beautytools
ColorCosmetics
CosmeticApplicatio...
FootCare
Fragrance
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
Categories

The “**Brand sales data**” provides the s**ales details of each category of products** with **their selling brands and their sales in descending order of sales performance**. This data will help to evaluate the brand’s sales performance for each category of products. Consecutive year sales details help to assess and compare the selling trends of each brands. From the category sales comparison graph it has been noticed that most category items shows prominent sales growth when compared to previous year.


Category Wise Sales Comparison
Total Sales - 2019
Total Sales - 2018
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
Cosmetics
FootCare
Fragrances
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MAKEUP
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
121001
1.21E+05
34285.9
5.51E+04
81028.4
1.27E+05
22427.5
3.67E+04
36868
5.79E+04
8612.9
1.41E+04
330000
5.3E+05
67716.6
1.06E+05
41471.1
6.61E+04
10891.7
1.80E+04
50181.5
8.04E+04
51788.2
8.30E+04
33.1
1.06E+02
20556.4
3.38E+04
12752.8
2.09E+04
166188.4
2.61E+05
1
10
100
1000
Category
Sales (In Million $)


Percentage Change in Sales
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
Cosmetics
FootCare
Fragrances
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MAKEUP
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
-0.001
60.811
56.735
63.744
57.125
63.981
61.212
56.535
59.314
65.720
60.173
60.335
68.463
64.259
64.009
57.051
-25.000
0.000
25.000
50.000
75.000
Categries
Sales (%)


No. of . Brands in Each Category
1250
1000
750
500
250
0
Brands
34
37
27
158
1
111
538
1150
65
308
24
294
5
86
124
895
Apdeo
Beautytools
ColorCosmetics
CosmeticApplications
Cosmetics
FootCare
Fragrances
HairCare
HairColor
Hand/ArmLotion
MakeupRemovers
MAKEUP
MultiSegProduct
NailPolishRemover
NailTreatments
SkinCare
Category