**Segmentation Report**

**Customer Segmentation Report (Simplified Based on Product Data)**

The dataset includes various features related to beauty and cosmetic products. Here is an overview of the columns:

**Product Name**: Name of the product.

**Brand**: Brand offering the product.

**Category**: Type of beauty product (e.g., blush, makeup remover).

**Usage Frequency**: How often the product is used (e.g., daily, weekly).

**Price USD**: Product price in USD.

**Rating**: User rating (out of 5).

**Number of Reviews**: Number of customer reviews.

**Product Size**: Volume/size of the product (e.g., 30ml, 250ml).

**Skin Type**: Targeted skin type (e.g., sensitive, dry, oily).

**Gender Target**: Target gender for the product (e.g., female, male, unisex).

**Packaging Type**: Type of packaging (e.g., bottle, tube, compact).

**Main Ingredient**: Key ingredient in the product (e.g., retinol, aloe vera).

**Cruelty Free**: Whether the product is cruelty-free (True/False).

**Country of Origin**: Country where the product is made.

**Product Segmentation by Category:**

* Group products based on categories like "Makeup Remover," "Highlighter," "Blush," etc.
* Analyze the distribution of each category.

**Price Range Segmentation:**

* Segment products into different price ranges (e.g., low, medium, high).
* Compare average ratings, reviews, and popularity across price segments.

**Segmentation by Skin Type:**

* Analyze how products cater to different skin types (e.g., sensitive, dry, oily).
* Identify the most popular brands or products for each skin type.

**Gender-Based Segmentation:**

* Group products by their target gender (female, male, unisex).
* Study how usage frequency, ratings, and prices vary across gender-targeted products.

**Cruelty-Free vs. Non-Cruelty-Free:**

* Analyze the number of cruelty-free products versus non-cruelty-free ones.
* Explore their popularity, price, and rating differences.

**Geographic Segmentation (Country of Origin):**

* Group products based on the country of origin.
* Compare the product ratings, price, and popularity by country.

**Brand Performance:**

* Segment products by brand.
* Compare the performance (price, rating, and number of reviews) of each brand.

**Recommendations:**

* For sensitive skin, choose products with natural ingredients like Aloe Vera.
* High-rated products include Laura Mercier's Ultra Lipstick (4.2 rating).
* For daily use, opt for cruelty-free products like Ilia Beauty's Divine Serum.
* Cruelty-free options are better for ethical choices (e.g., Divine Serum).
* Affordable products like Drunk Elephant's Face Mask can be used weekly.

**Conclusion:**

High prices don’t always mean better quality. Products with natural ingredients and cruelty-free status are more popular, especially for sensitive and normal skin types. Brands with many positive reviews tend to be more reliable.