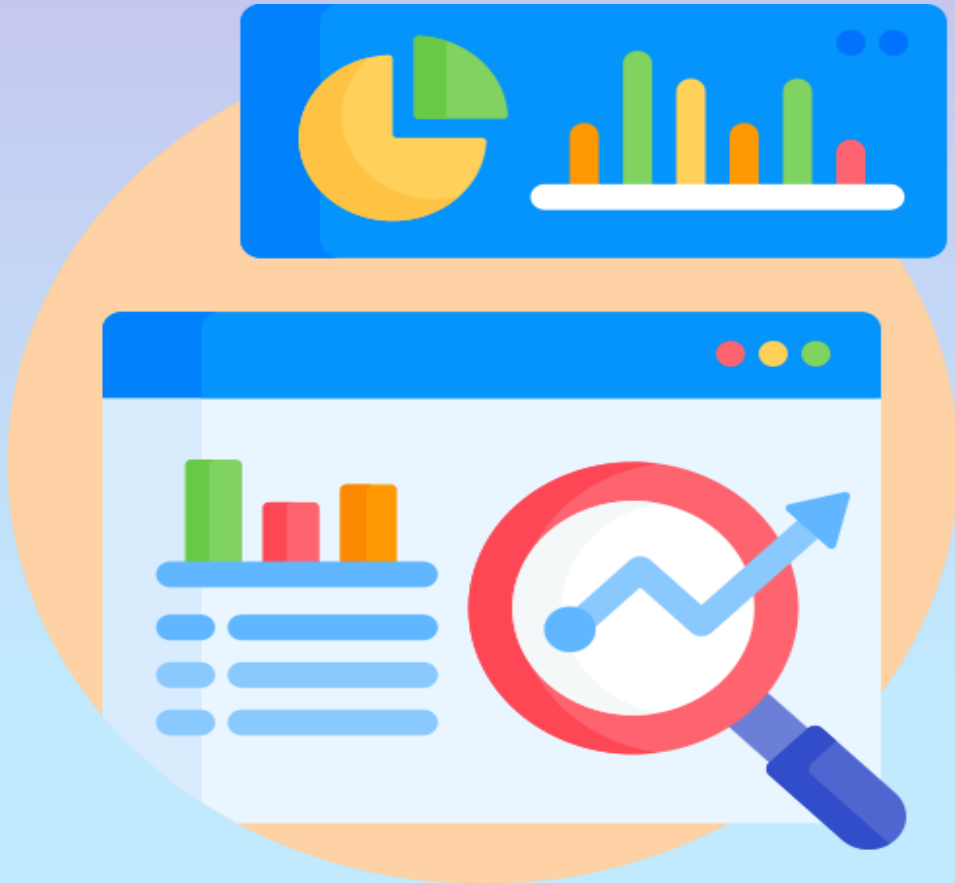


PERFUME SALES AND MARKET INSIGHTS

GODSPOWER CHIBUZO
IGNATIUS
AUGUST, 2025

SYNOPSIS



- Title
- Synopsis
- Project overview
- Process Workflow
- Raw Data
- Data Cleaning Process
- Clean Data
- KPI Overview
- Dash board
- Recommendation
- Conclusion
- Q &A Session



PROJECT OVERVIEW



Dataset

ebay_mens_perfume
and
ebay_womens_perfume (2022-2024)



Tools

Power BI and Power
Query Editor



Focus

Sales trend, regional
and gender based
insights



PROCESS WORKFLOW



Data Collection

Both Datasets were downloaded and loaded into Power Query Editor first with duplicates of original files kept safely

Data Cleaning and Preparation

Power Query was used to remove irrelevant columns, append both tables, and perform other necessary general cleanup

Analysis

Various measures was created with a few columns added to enhance proper analysis using appropriate DAX

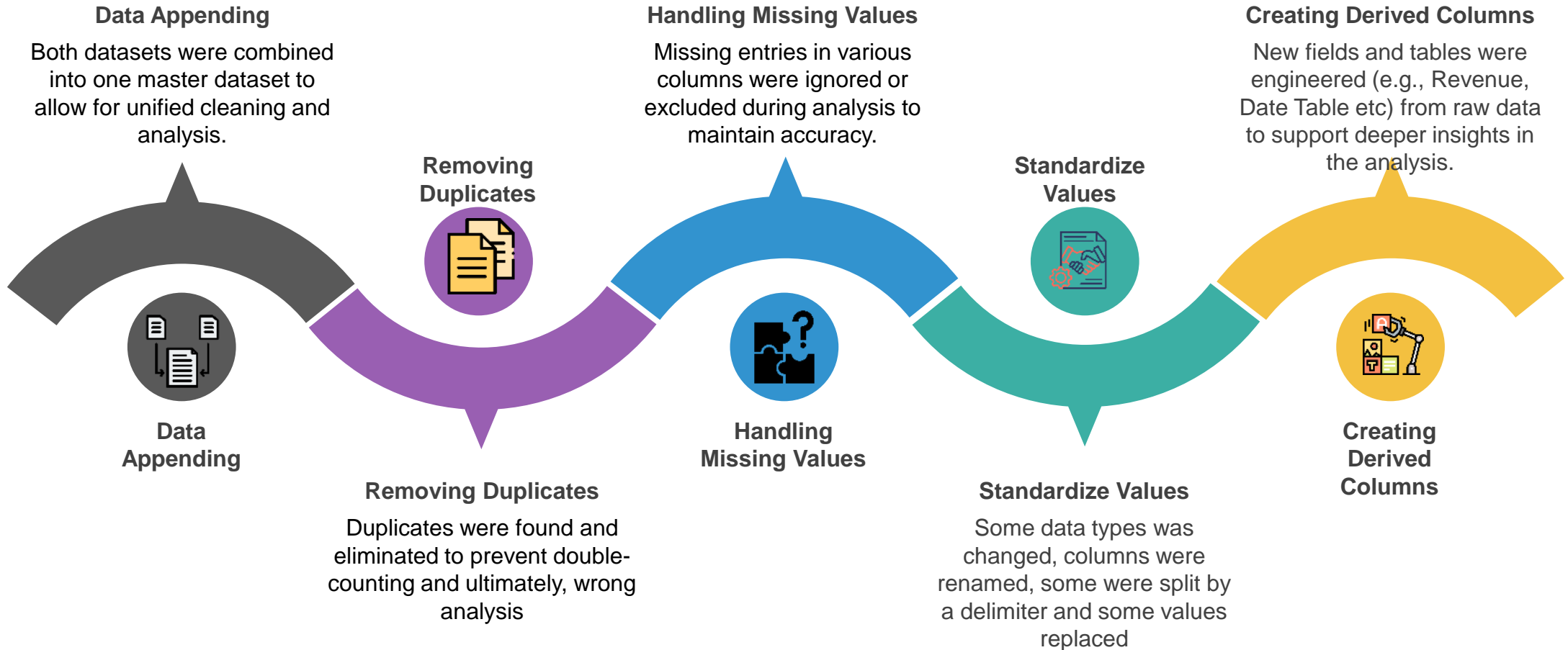
Visualization

A 2-paged dashboard was created using various charts to properly represent findings from the analysis

UNCLEAN DATA

	AB_C brand	AB_C title	AB_C type	1,2 price	AB_C priceWithCurrency	1,2,3 available	A
	<div> <div> Valid 99% Error 0% Empty < 1% </div> <div> 247 distinct, 126 unique </div> </div>	<div> <div> Valid 100% Error 0% Empty 0% </div> <div> 966 distinct, 939 unique </div> </div>	<div> <div> Valid 99% Error 0% Empty < 1% </div> <div> 65 distinct, 42 unique </div> </div>	<div> <div> Valid 100% Error 0% Empty 0% </div> <div> 601 distinct, 464 unique </div> </div>	<div> <div> Valid 100% Error 0% Empty 0% </div> <div> 685 distinct, 548 unique </div> </div>	<div> <div> Valid 89% Error 0% Empty 11% </div> <div> 90 distinct, 57 unique </div> </div>	
1	Dior	Christian Dior Sauvage Men's EDP 3.4 oz Fragrance Spray	Eau de Parfum	84.99	US \$84.99/ea	10	M
2	AS SHOW	A-v-entus Eau de Parfum 3.3 oz 100ML Millesime EDP Col-ogne for Me...	Eau de Parfum	109.99	US \$109.99	8	8
3	Unbranded	HOGO BOSS cologne For Men 3.4 oz	Eau de Toilette	100	US \$100.00	10	M
4	Giorgio Armani	Acqua Di Gio by Giorgio Armani 6.7 Fl oz Eau De Toilette Spray Men' N...	Eau de Toilette	44.99	US \$44.99/ea	2	2
5	Lattafa	Lattafa Men's Hayaati Al Maleky EDP Spray 3.4 oz Fragrances 6291108...	Fragrances	16.91	US \$16.91	null	L
6	Multiple Brands	Men's Perfume Sampler 10pcs Sample Vials Designer Fragrance Sampl...	Perfume	14.99	US \$14.99	10	M
7	Maison Alhambra	Glacier Bold by Maison Alhambra 3.4oz EDP for Men NEW SEALED CAN	Eau de Parfum	30.99	US \$30.99/ea	9	9
8	Unbranded	Parfums De-Marly-Haltane Eau de Parfum spray 4.2 oz for Men New in...	Eau de Parfum	85	US \$85.00	null	L
9	Unbranded	Hawas for him Eau De Parfum By Rasasi 100ml 3.4 FL OZ NEW	/	15.89	US \$15.89	10	1
10	Gucci	Gucci Guilty for Him - Classic 3oz Eau de Toilette Spray, Brand New	Eau de Parfum	49.99	US \$49.99/ea	8	8
11	Ralph Lauren	Polo Blue by Ralph Lauren 4.2 oz EDT Cologne for Men Brand New In B...	Eau de Toilette	34.99	US \$34.99/ea	10	M
12	Dolce&Gabbana	Dolce & Gabbana Light Blue Men 4.2 oz / 125 mL EDT Spray Brand Ne...	Eau de Toilette	29.95	US \$29.95/ea	7	7
13	SECERTMU	New 2024 Sexy Cologne Cupid Hypnosis Long Lasting Pheromone Perf...	Perfume	15.99	US \$15.99	10	M
14	As Show	Sauvage Eau de Parfum Spray For Men 3.4 Oz/100ml New In Seald Box	Eau de Parfum	59.99	US \$59.99/ea	9	9
15	Versace	Eau Fraiche By Versace 3.4 oz 100 ml Eau de Toilette Brand New Seale...	Eau de Toilette	34.99	US \$34.99/ea	7	7
16	Paco Rabanne	1 Million by Paco Rabanne 3.4 Fl oz / 100 ml PARFUM Spray Men's Ne...	PARFUM	68.99	US \$68.99/ea	2	2
17	Grandeur	Tribal Intense by Grandeur - Eau de Parfum for Men -100ml (3.4oz)	Eau de Parfum	37.99	US \$37.99	10	M
18	Armaf	Club de Nuit Intense by Armaf 3.6 oz EDT Cologne for Men New In Box...	Eau de Toilette	29.99	US \$29.99/ea	5	5
19	Carolina Herrera	Carolina Herrera 212 NYC Men's Cologne EDT 3.4oz 100ml New Sealed	Eau de Toilette	39.99	US \$39.99/ea	10	M
20	Dior	Dior Sauvage Eau de Toilette 3.4 Oz 100ml Brand New Sealed Free shi...	Eau de Toilette	83.95	US \$83.95	4	4
21	Dolce & Gabbana	Light Blue by Dolce & Gabbana 4.2 oz Cologne for Men Tester with Cap	Eau de Toilette	29.94	US \$29.94/ea	null	L

DATA CLEANING PROCESSES



CLEAN DATASET

Brand	Title	Type	Price	Available	Quantity Sold	Item Location	Gender
Dior	Christian Dior Sauvage Men's EDP 3.4 oz Fragrance Spray	Eau de Parfum	\$84.99	10	116	Allen Park, Michigan, United States	Male
Grandeur	Tribal Intense by Grandeur - Eau de Parfum for Men -100ml (3.4oz)	Eau de Parfum	\$37.99	10	44	Miami, Florida, United States	Male
Afnan	Turathi Blue by Afnan for men EDP 3oz New in Sealed Box	Eau de Parfum	\$33.7	10	131	Dallas, Texas, United States	Male
Giorgio Armani	Acqua Di Gio Profumo by Giorgio Armani 4.2oz Cologne For Men New in Box	Eau de Parfum	\$119.99	10	34	New York,USA, Hong Kong	Male
Yves Saint Laurent	Yves Saint Laurent Y Men's Eau De Parfum 3.4 oz/100 ml	Eau de Parfum	\$47.88	10	25	Sacramento, California, United States	Male
Rasasi	RASASI DAREEJ 3.4 oz-100 ml Men EDP Spray New & Sealed New sale	Eau de Parfum	\$25.99	10	3	Windsor Mill, Maryland, United States	Male
Cologne	Savage for Men- 3.4 Oz Men's Eau De Parfum. Men's Casual Cologne 100ml	Eau de Parfum	\$10.99	10	179	Katy, Texas, United States	Male
AS SHOW	Sauvage Eau De Parfum 3.4 oz / 100 ml EDP Spray For Men New In Seald Box	Eau de Parfum	\$69.99	10	157	Dayton, New Jersey, Hong Kong	Male
Dolce & Gabbana	D&G DOLCE & GABBANA LIGHT BLUE EAU INTENSE MEN 1.5ml .05oz x 5 COLOGNE SAMPLES	Eau de Parfum	\$11	10	702	Albany, New York, United States	Male
Dolce&Gabbana	Dolce & Gabbana 4.2oz Intenso EDP Sealed Men's Cologne	Eau de Parfum	\$40.99	10	16	Detroit, Michigan, United States	Male
Dolce&Gabbana	Dolce & Gabbana Light Blue Eau Intense 6.7 oz. EDP Spray for Men. New in Box	Eau de Parfum	\$65.97	10	37	Katy, Texas, United States	Male
Armaf	Tres Nuit by Armaf 3.4 oz EDP Cologne for Men New In Box	Eau de Parfum	\$27.3	10	179	Hackensack, New Jersey, United States	Male
Christian Dior	SAUVAGE by Christian Dior EDP For Men 6.8 oz / 200 ml *NEW IN SEALED BOX*	Eau de Parfum	\$159.99	10	160	Miami, Florida, United States	Male
Valentino	Valentino Uomo Born in Roma Intense 10ml Spray For Men .	Eau de Parfum	\$18.99	10	8	Miami, Florida, United States	Male
Dossier	Dossier Aromatic Watermelon Eau de Parfum. Size: 50ml / 1.7oz	Eau de Parfum	\$15	10	12	Los Angeles, California, United States	Male
Parfums de Marly	Herod by Parfums de Marly 2.5 oz EDP Cologne for Men New In Box	Eau de Parfum	\$124.96	10	151	Hackensack, New Jersey, United States	Male
Louis Vuitton	Louis Vuitton Imagination Eau De Parfum Sample Spray - 2ml/0.06oz	Eau de Parfum	\$21.95	10	448	Pearland, Texas, United States	Male
Creed	Aventus by Creed, 3.3 oz Millesime EDP Spray for Men	Eau de Parfum	\$259.09	10	456	Edison, New Jersey, United States	Male
Jean Paul Gaultier	Jean Paul Gaultier Le Male LE PARFUM 4.2 oz. Eau de Parfum INTENSE Spray. NO BOX	Eau de Parfum	\$94.99	10	1024	Katy, Texas, United States	Male
Lalique	Brioni Intense by Brioni, 3.4 oz EDP Spray for Men	Eau de Parfum	\$57.46	10	202	Edison, New Jersey, United States	Male
By Al Hambra	Yeah! By Maison Alhambra 3.4/3.3 oz Edp Spray For Men New In Box	Eau de Parfum	\$25.7	10	72	New York, New York, United States	Male
Dolce & Gabbana	Light Blue Eau Intense by Dolce & Gabbana, 6.7 oz EDP Spray for Men	Eau de Parfum	\$69.02	10	370	Edison, New Jersey, United States	Male
Dossier	Dossier Musky Oakmoss Eau de Parfum Natural Fragrance 1.7 Oz Cologne New no Box	Eau de Parfum	\$22.99	10	52	Bogota, New Jersey, United States	Male
Ralph Lauren	Polo Red Intense by Ralph Lauren 2.5 oz / 75 ml Edp spy cologne for men homme	Eau de Parfum	\$89.25	10	39	Lynwood, California, United States	Male
Creed	Creed Aventus Men Eau De Parfum Vial Spray SIZE 2.5 ml On Card NEW	Eau de Parfum	\$15.99	10	655	New York, New York, United States	Male
Lattafa	Raghba For Man EDP Spray 100MI (3.4 FL.OZ)+Free Deodorant Spray By Lattafa	Eau de Parfum	\$18.99	10	139	Falls Church, Virginia, United States	Male
Al Wataniah	Al Wataniah Kayaan Classic 3.4oz EDP	Eau de Parfum	\$35	10	36	Englewood Cliffs, New Jersey, United States	Male
Gucci	Gucci Guilty Cologne for Men EDT 3oz Luxurious Daring Adventure	Eau de Parfum	\$49.99	10	78	Detroit, Michigan, United States	Male
MACARENA	Version Prada Luna Rossa carbon (ATTITUDE NOIR FOR MEN) 3.4 OZ EO	Eau de Parfum	\$10.99	10	122	North Brunswick, New Jersey, United States	Male



KEY PERFORMANCE INSIGHT

1999

Total Listings

1.25M

Total Qty Sold

\$43.18

Average Price

\$19.7M

Total Revenue

36.44K

Total Qty Available



1999 total listings was recorded



Almost 20 million dollars was gotten from the over 1.2 million products sold



Over 1.2 million perfumes were sold



AVAILABLE

Total number of available products is Estimated to be about 36,000



Average price of all perfumes combined
For both males and female is \$43.18

DATA VISUALIZATION



PERFUME SALES AND MARKET INSIGHTS DASHBOARD



1999

Total Listings



1.25M

Total Sold



\$43.18

Average Price



\$39.7M

Total Revenue



14.88K

Revenue LY

Total Listings by Price Bucket



Top 5 Brands by Qty Sold

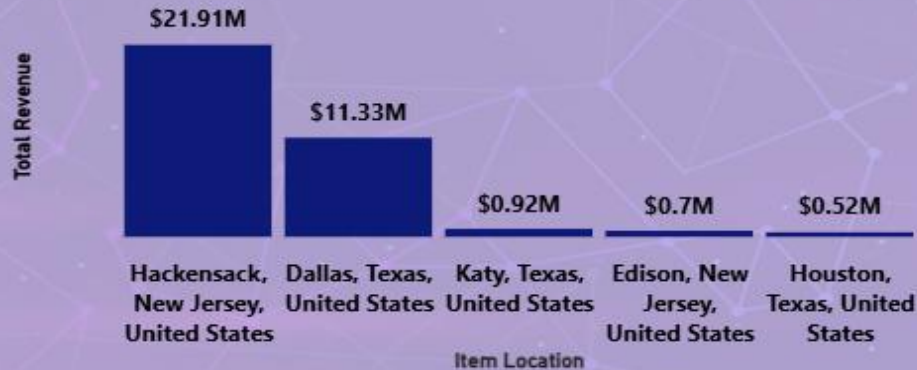


Quantity Sold by Location & Gender

Gender ● Female ● Male



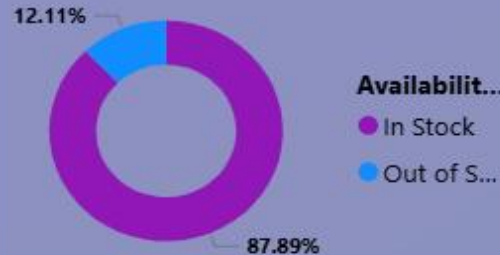
Top 5 Locations by Revenue



Top 5 Brand by Revenue



Availability Status



Gender

All

Brand


All

Item Location


All

Month

All




PERFUME SALES AND MARKET INSIGHTS DASHBOARD




1999

Total Listings




1.25M

Total Sold




\$43.18

Average Price



\$39.7M

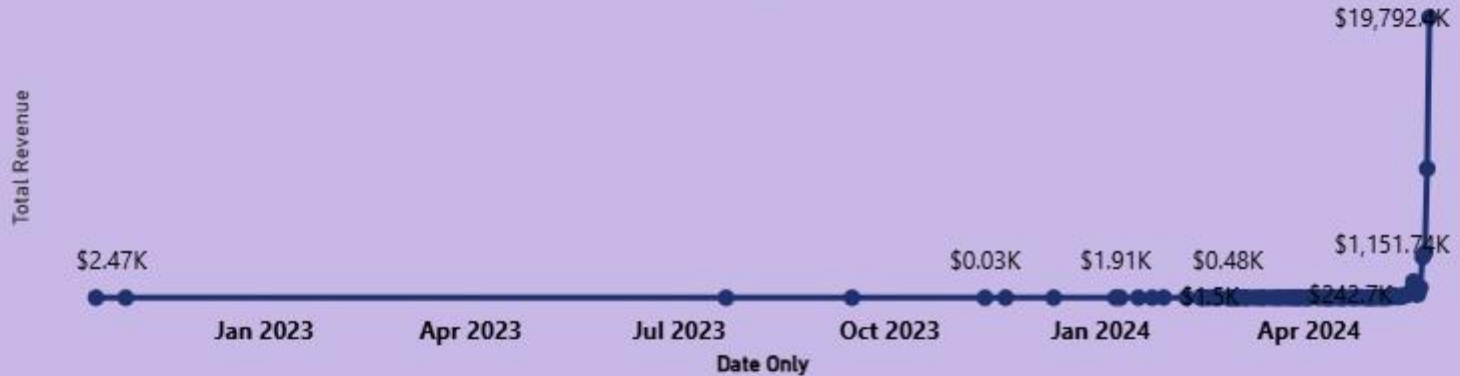
Total Revenue



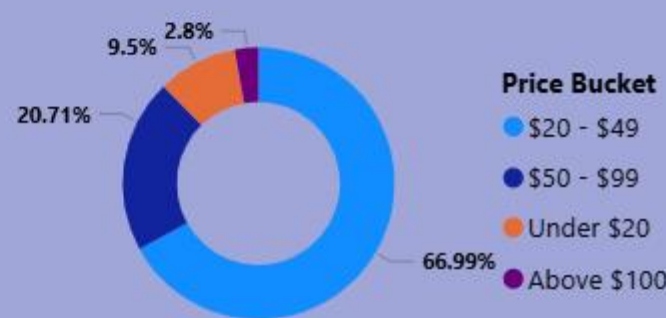
36.44K

Total Available

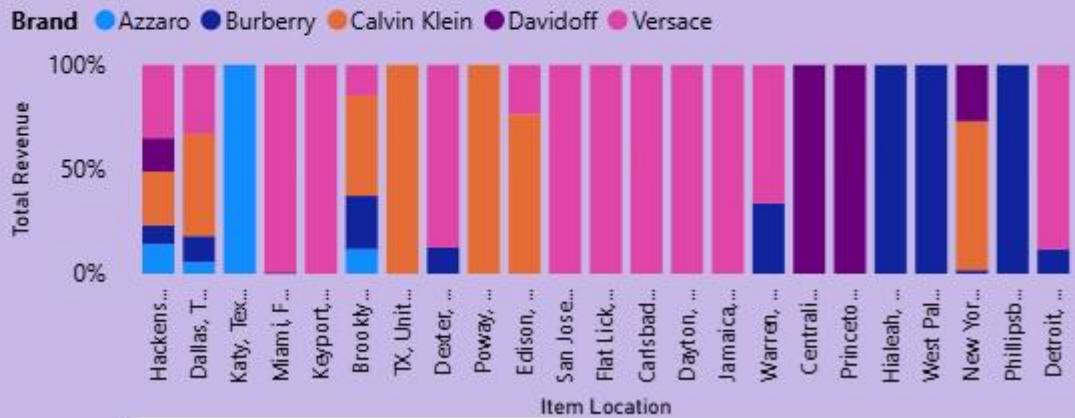
Revenue by Month




% Sales by Price Bucket



Top 5 Brand Revenue by City



Total Revenue by Region and Gender



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Page 2



1. Optimize Product Pricing Strategies

- **Explore Opportunities in Underperforming Price Buckets:** Sales above \$100 are minimal (~2.8%), suggesting price sensitivity. If entering premium, emphasize exclusivity and added value.
- **Focus on \$20–\$49 Range:** Since ~67% of sales come from this bucket, prioritize promotions, stocking, and campaigns here — it's the customer sweet spot.

2. Forecast Demand & Improve Inventory Planning

- **Address Stock-Out Issues:** With 12% of listings out of stock, improve replenishment, especially for fast movers, to avoid lost revenue.
- **Investigate May 2024 Revenue Spike:** Identify drivers (promotion, bulk orders, events). If replicable, integrate into future demand planning.



3. Understand Regional Buying Behavior

- **Capitalize on High-Revenue Locations:** Hackensack, NJ, and Dallas, TX, contribute disproportionately to revenue (~\$21M and \$11M respectively). Expanding targeted advertising and regional distribution in these areas could further boost sales.

4. Develop Targeted Marketing Based on Customer Preferences

- **Leverage Top-Performing Brands:** Calvin Klein, Versace, and Davidoff dominate sales and revenue. Use exclusive deals, bundles, or loyalty campaigns to strengthen engagement.
- **Reinforce Mid-Range Pricing Strategy:** Since most customers shop mid-tier, tailor marketing narratives around *value for money* and *affordable luxury*.

LIMITATIONS

- i. **Incomplete Date Records:** Some transactions had missing dates, which affected trend analysis. This makes it hard to fully capture seasonality and year-on-year comparisons.
- ii. **Unreliable Stock Availability Data:** Many listings recorded stock levels vaguely (e.g., “more than 10 available” or “about 5 available”). For analysis, arbitrary values (like 10) had to be assigned. This means the “Available Quantity” analysis is only approximate, not exact, which could mislead stock vs. sales comparisons.

ATIONS



LIMITATIONS

- iii. **Sparse Historical Transaction Records:** For 2022 and 2023, transactions were extremely few (only 2 in 2022, and 3 in 2023). Even in 2024, the bulk of transactions were concentrated in April when the dataset ended, making it impossible to identify true yearly trends or seasonality patterns.

ATIONS



CONCLUSION

This analysis provided key insights into perfume sales, pricing, brand performance, and customer preferences.

Despite data limitations, the dashboard showed trends that can guide inventory management and marketing focus.

With improved data quality and consistent records, even deeper insights can be achieved.

**THANK YOU FOR
YOUR TIME**