

SKINCARE AND BEAUTY E-COMMERCE ANALYSIS

Overview

Products

Customer & Country

Revenue

\$6.52M

▲ 50.7% vs. Last Year

Quantity Sold

277,778

▲ 50.8% vs. Last Year

Order

25,753

▲ 52.5% vs. Last Year

Profit

\$1.07M

▲ 35.6% vs. Last Year

Profit Margin

16.35%

▼ -10.0% vs. Last Year

Average Discount

14.29%

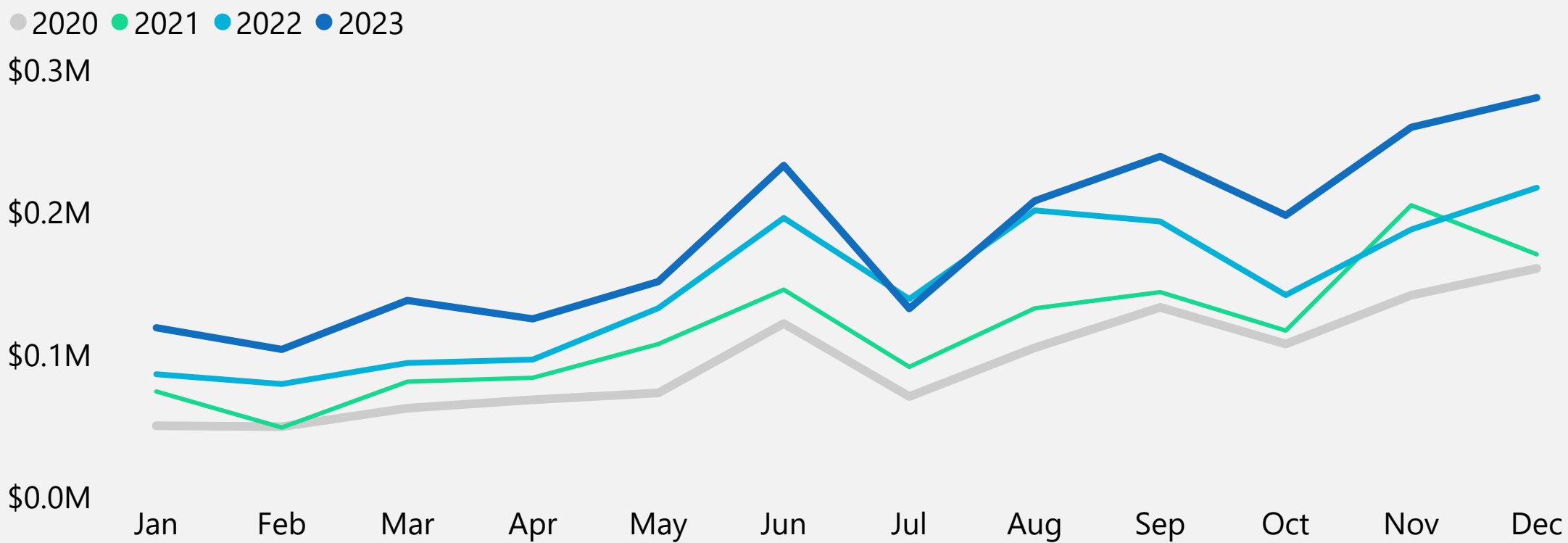
▲ 0.14% vs. Last Year

Revenue

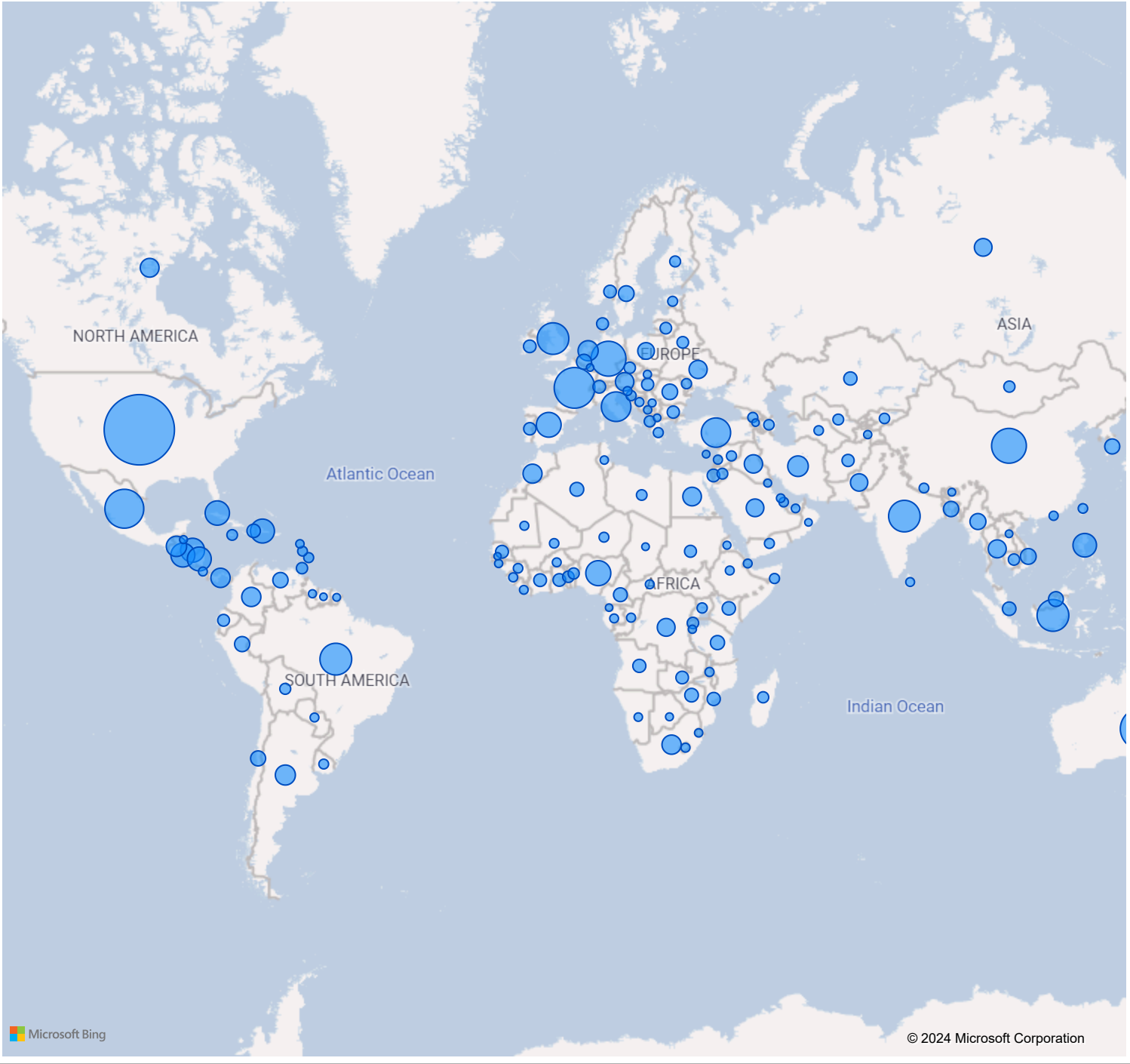
Profit

Quantity

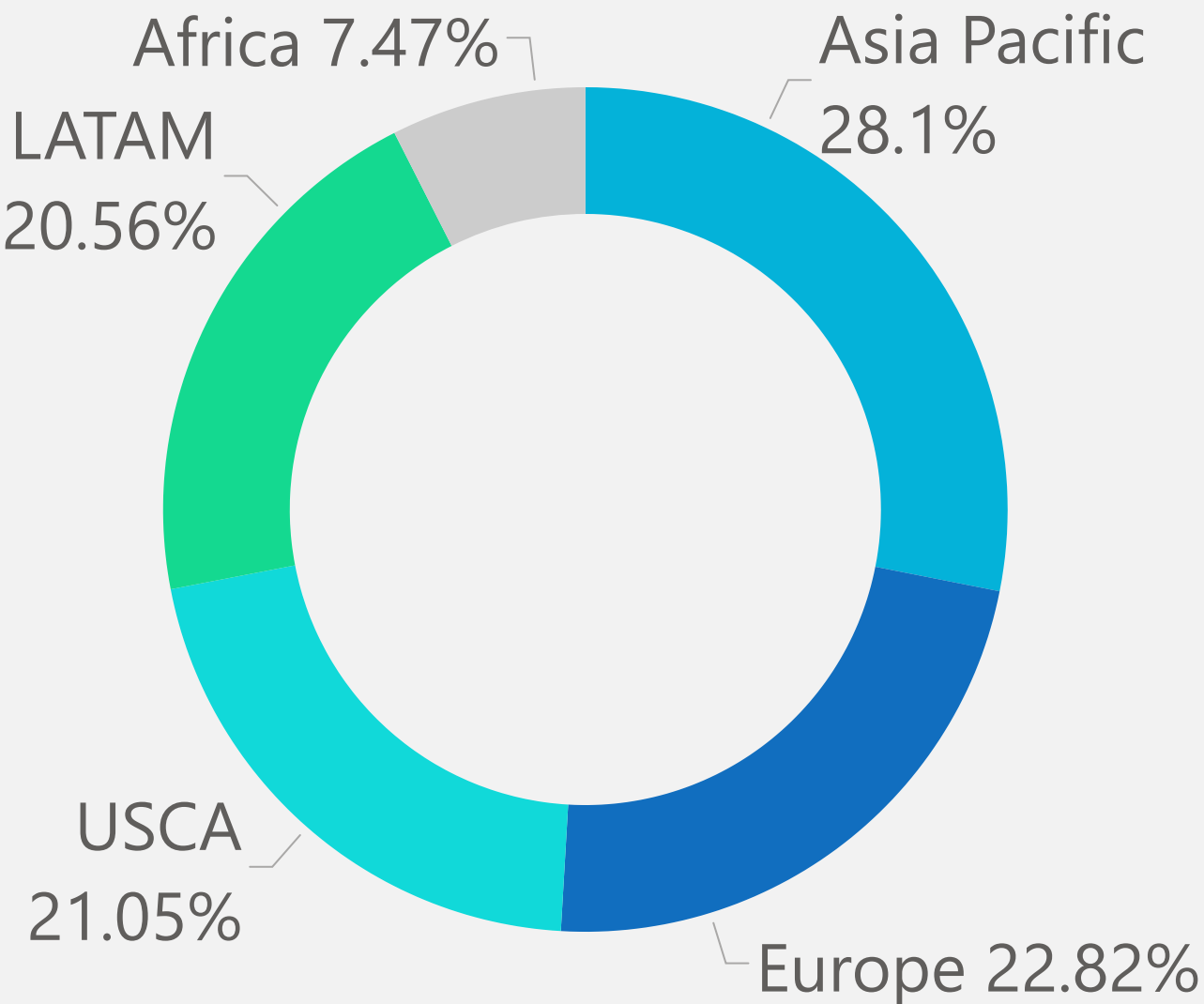
Monthly Trend



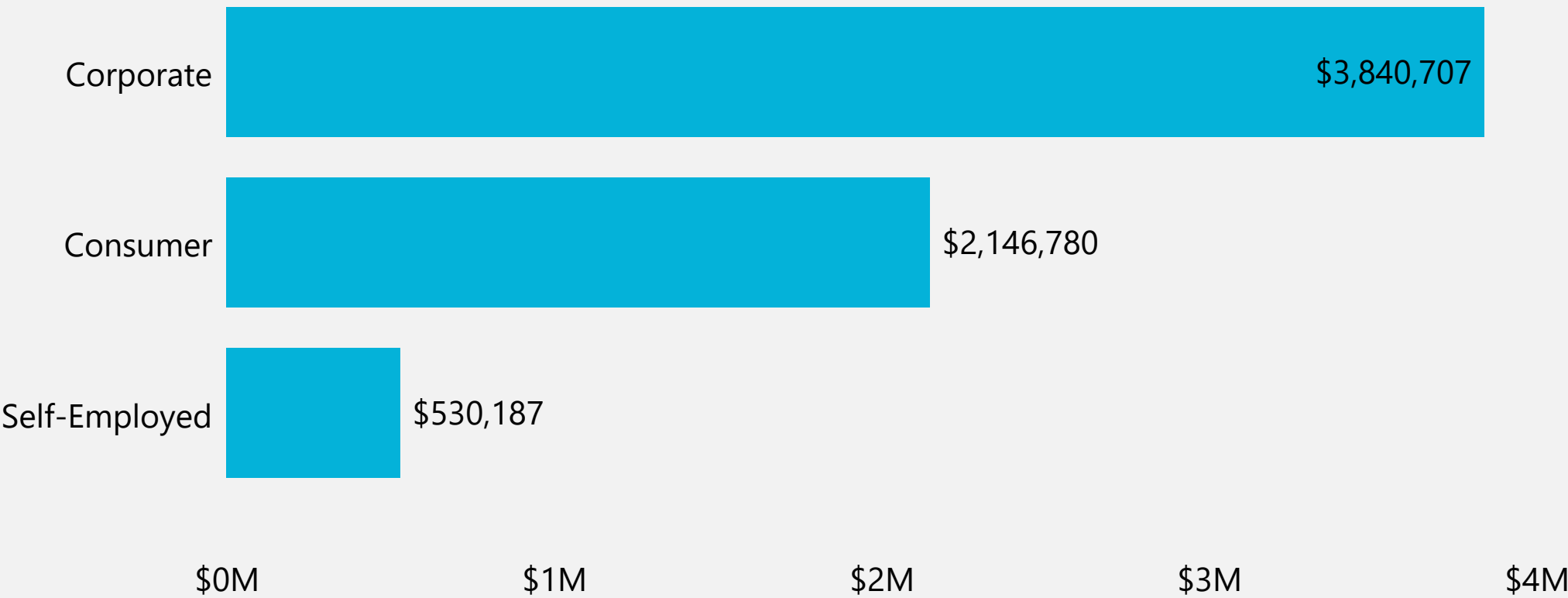
Distribution across Countries



Most Profitable Market



Most Profitable Segment



Year

☐ 2020

☐ 2021

☐ 2022

☐ 2023

Segment

☐ Consumer

☐ Corporate

☐ Self-Empl...

Market

☐ Africa

☐ Asia Pacific

☐ Europe

☐ LATAM

☐ USCA

Clear all slicers

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Year

- ☐ 2020
- ☐ 2021
- ☐ 2022
- ☐ 2023

Segment

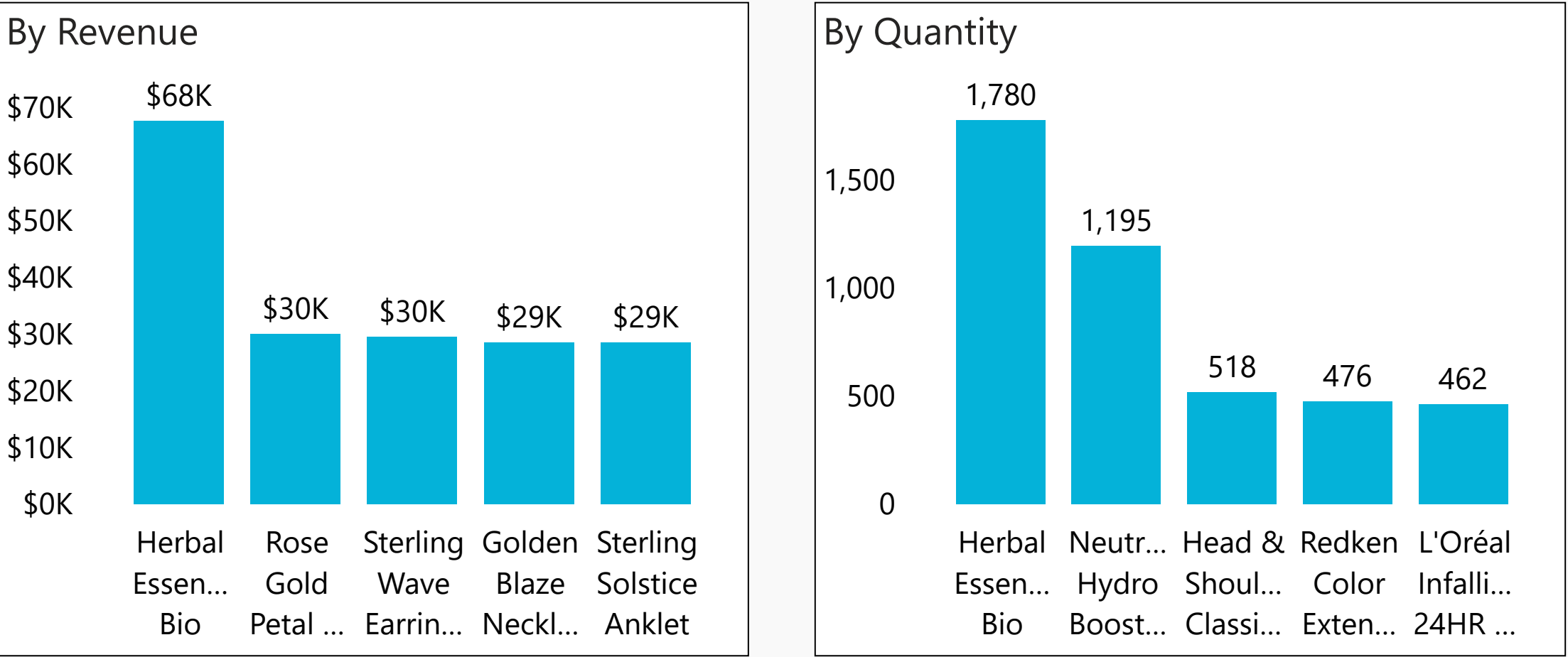
- ☐ Consumer
- ☐ Corporate
- ☐ Self-Empl...

Market

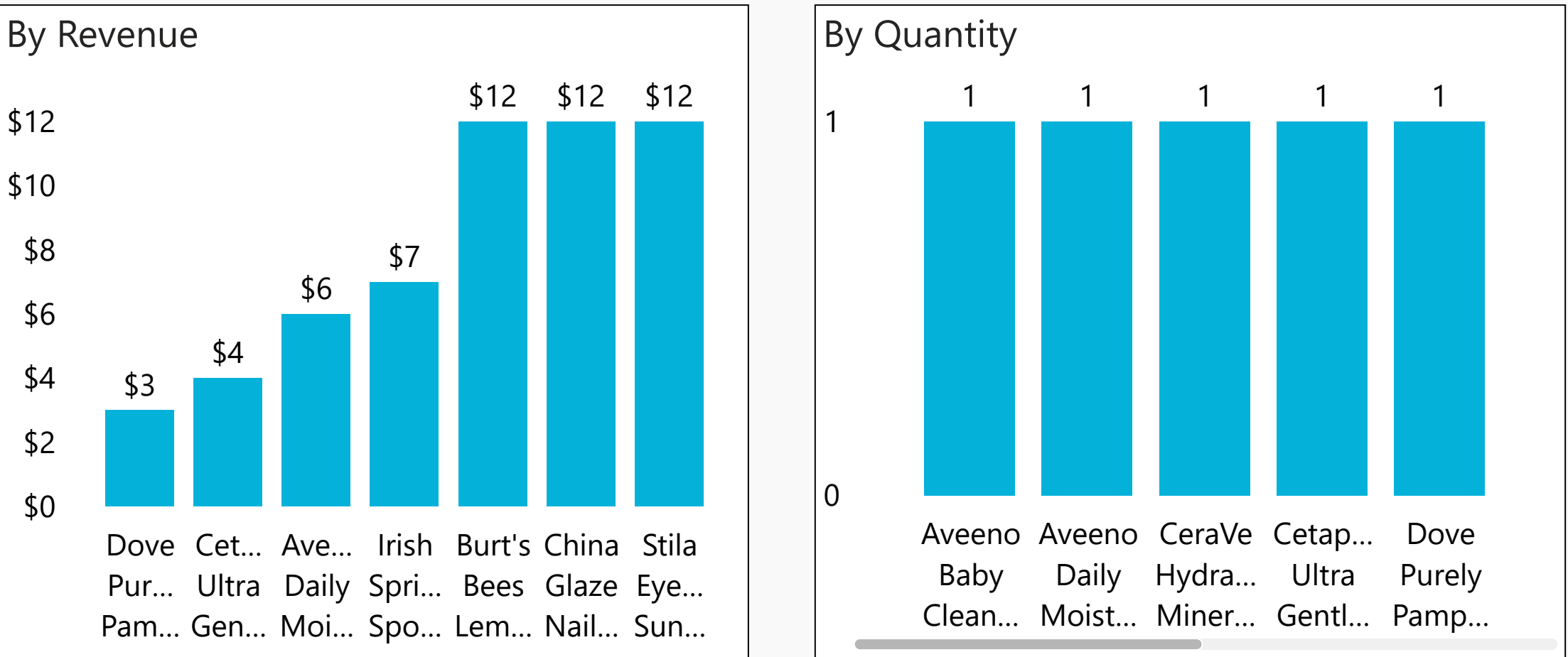
- ☐ Africa
- ☐ Asia Pacific
- ☐ Europe
- ☐ LATAM
- ☐ USCA

Clear all slicers

Best Selling Products



Worst Selling Products



Category	Total Sale	Total Profit	Total Quantity
<div><input type="checkbox"/> Body care</div>	\$6,380,620	\$1,046,285.70	273,618
bath oils, bubbles and soaks	\$3,742,728	\$637,057.00	170,703
body moisturizers	\$1,394,583	\$198,416.41	53,569
Body soaps and washes	\$354,212	\$63,818.27	16,588
face masks and exfoliators	\$326,819	\$44,954.18	13,214
hand creams	\$225,782	\$43,472.08	7,847
Nail care products	\$247,494	\$43,334.43	8,699
vitamins and supplements	\$89,002	\$15,233.32	2,998
<div><input type="checkbox"/> Face care</div>	\$51,710	\$7,282.95	1,391
face moisturizing products	\$51,710	\$7,282.95	1,391
<div><input type="checkbox"/> Hair care</div>	\$59,207	\$7,518.19	1,868
hair colors and toners	\$19,976	\$2,135.78	932
shampoos and conditioners	\$39,231	\$5,382.41	936
<div><input type="checkbox"/> Home and Accessories</div>	\$21,612	\$2,772.86	747
Accessories	\$10,097	\$1,734.26	203
brushes and applicators	\$6,242	(\$127.95)	325
candles, sprays, diffusers	\$3,921	\$791.00	148
fragrances	\$1,352	\$375.55	71
<div><input type="checkbox"/> Make up</div>	\$4,525	\$1,553.96	154
Eye shadows and pencils	\$2,421	\$591.46	92
foundations and concealers	\$413	\$154.60	25
Lipsticks	\$1,691	\$807.90	37
Total	\$6,517,674	\$1,065,413.65	277,778



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Segment

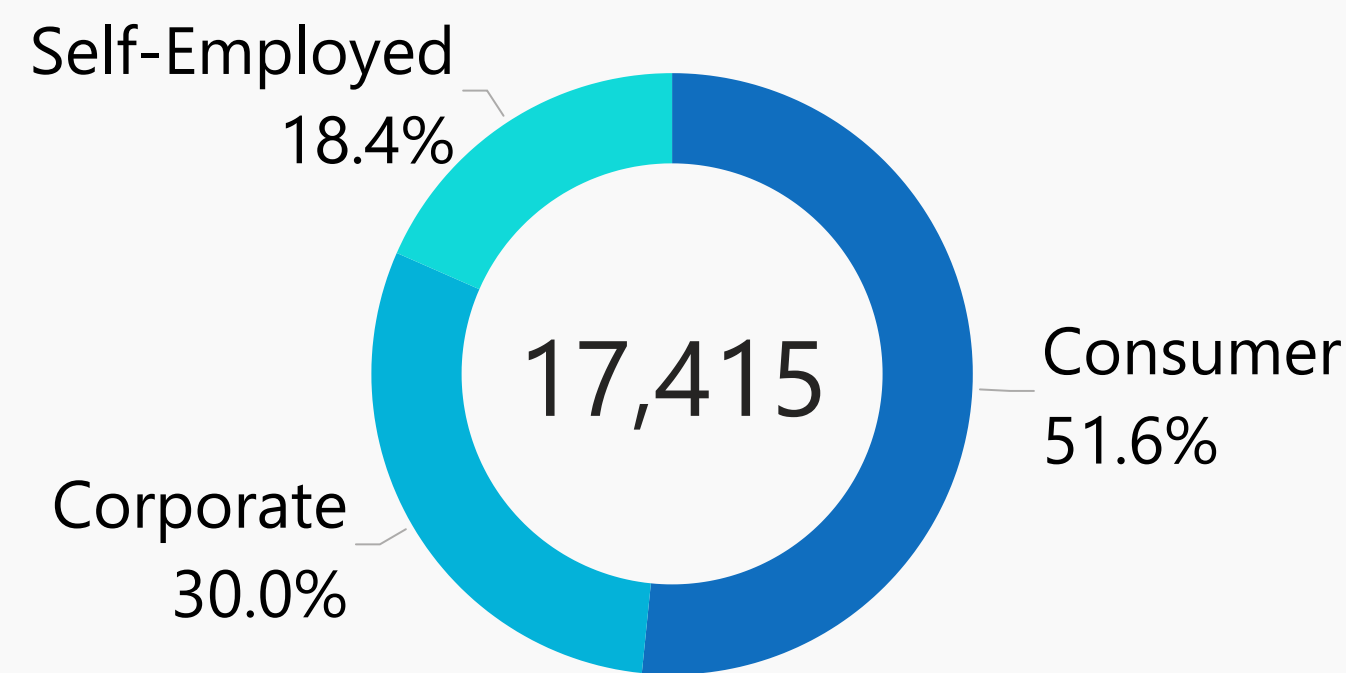
- ☐ Consumer
- ☐ Corporate
- ☐ Self-Empl...

Market

- ☐ Africa
- ☐ Asia Pacific
- ☐ Europe
- ☐ LATAM
- ☐ USCA

Clear all slicers

Total Customer by Segment



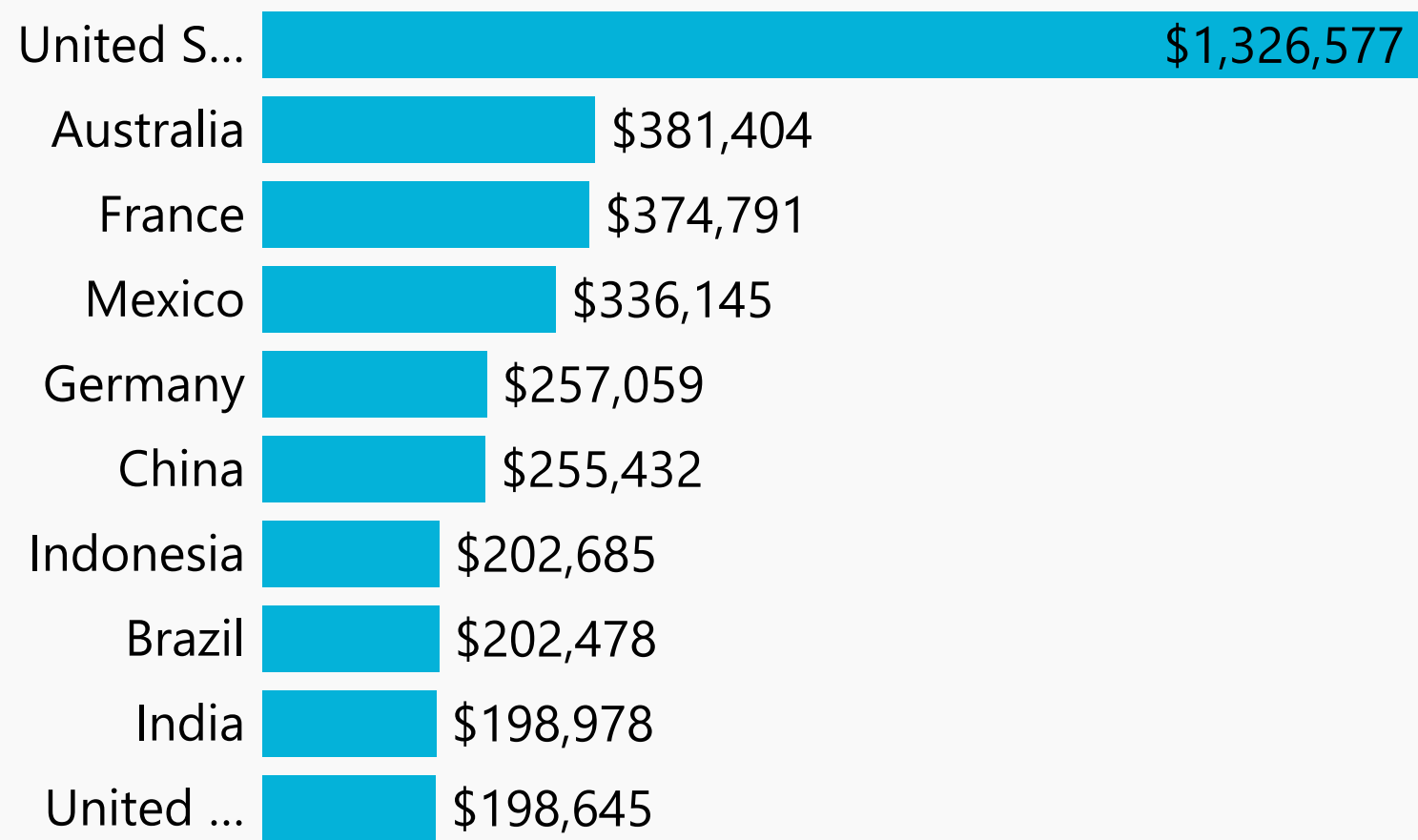
Top 10 Spenders



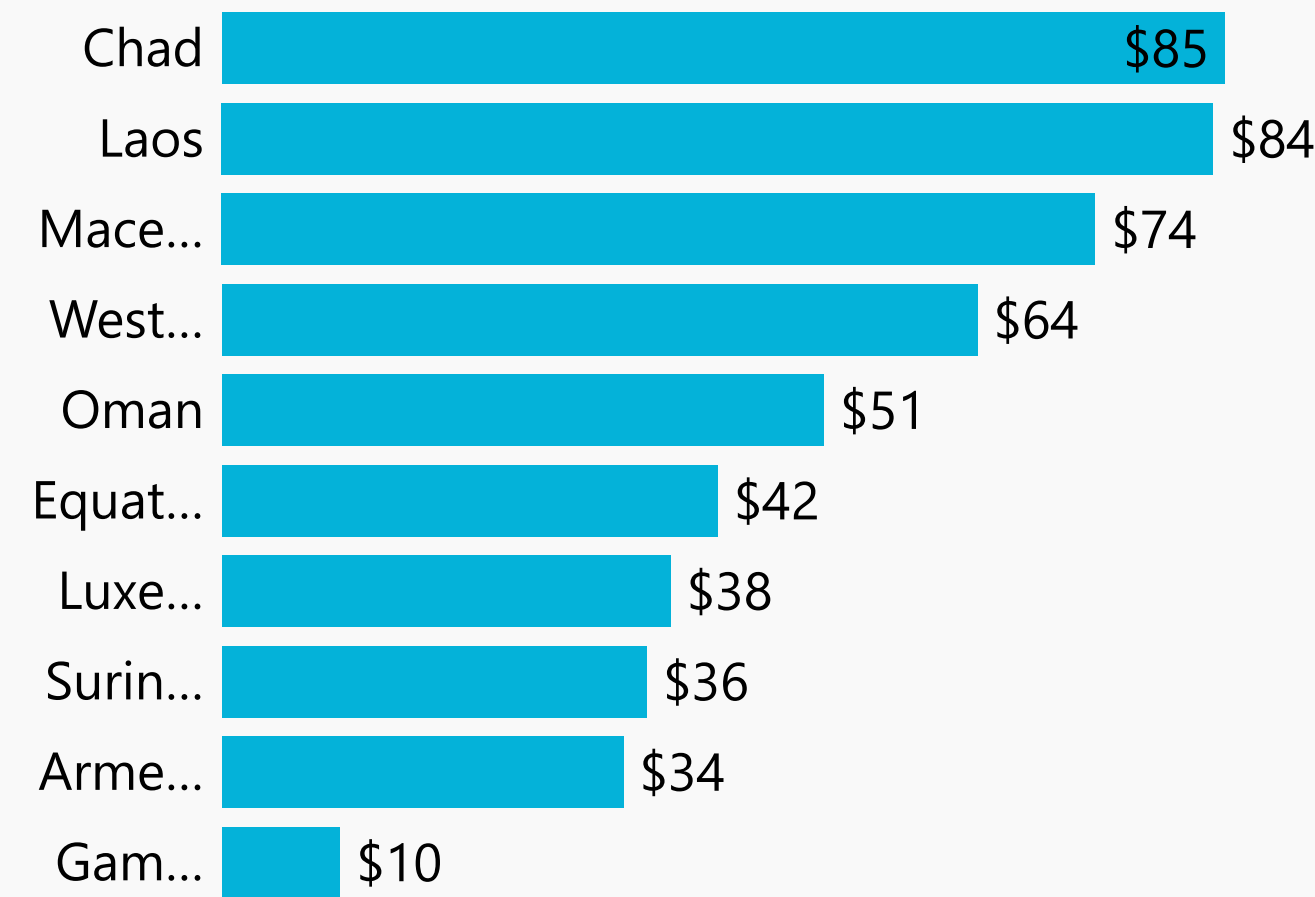
Bottom10 Spenders



Top 10 Countries by Revenue



Bottom 10 Countries by Revenue



Countries contributing most profits to each category

Country	Body care	Face care	Hair care	Home and Accessories	Make up	Total
United States	\$204,888.80	\$1,097.62	\$984.60	\$908.40		\$207,879.42
France	\$92,554.00	\$176.95	\$432.75	\$319.40		\$93,483.10
Mexico	\$78,413.81	\$490.80	\$222.96	\$6.22	\$760.00	\$79,893.79
China	\$75,585.00	\$320.90	\$322.00	\$237.90	\$13.50	\$76,479.30
Germany	\$62,417.45	\$630.75	\$28.90	\$265.00		\$63,342.10
Australia	\$61,310.10	\$263.85	(\$9.05)	\$236.90	\$31.20	\$61,833.00
India	\$57,200.85	\$1,289.30	\$431.90	\$91.40	\$243.90	\$59,257.35
United Kingdom	\$47,623.85	\$187.20	\$27.10	\$102.10	\$94.60	\$48,034.85
Italy	\$31,763.25	\$393.80	\$684.90	\$58.40		\$32,900.35
Nicaragua	\$27,466.06	\$556.70	\$1,713.70	\$120.40		\$29,856.86
Cuba	\$28,652.74	\$214.10	\$176.47	\$3.20		\$29,046.51
El Salvador	\$28,210.65	\$411.50	\$69.45	\$208.00		\$28,899.60
Spain	\$28,313.80	\$183.85	\$216.85	\$102.20		\$28,816.70
Brazil	\$27,454.29	\$278.00	\$204.21	(\$208.95)	\$105.50	\$27,833.06
Iran	\$20,256.80	\$168.50	\$119.20	\$2.20		\$20,546.70
Guatemala	\$16,414.65	\$303.00	\$181.15	\$10.40	\$31.00	\$16,940.20