

Men's Perfume E-Commerce Analysis

Link to Tableau Public: [Fragrances by Profit and Sales | Tableau Public](#)

Executive Summary

My company is trying to analyze and get a comprehensive view of the current market trends, pricing, availability, and geographical distribution of men's perfumes in the ecommerce space to optimize their prizes and understand the preferences of their customers based on their geographic distribution and sold items to increase their sales. It is necessary for them to create dashboards and visualizations to get a complete view of the market and understand the requirements for further development.

Why

Business Case - Create and design a Men's Perfumes Sales Dashboard to illustrate helpful insights based on customer behaviors, geographic location, sales and price analysis.

Intended Outcome – Optimizing prices based on products and customer needs, leading to an increase in sales

Who

Stakeholders – Jusip Saghunbala (President of Sales) , Aya Qarshal (VP of Sales)

Audience – Sales management team

Subject-Matter Experts – Sales Department

What

Data Source – Men's Perfume E-Commerce Database (Kaggle: Perfume E-Commerce Dataset 2024)

Data Quality – 1000 registers with 10 columns, database is simple to understand, has a very high usability rating but needs little touches such as deleting duplicates and removing blank fields.

Data Timeliness – The database is updated regularly.

How

Format(s) – Simple and large graphs to be easily consumable by the reader

Presentation Vehicle – Information will be presented on slides and documentations.

Challenges

Cleaning the data.

Eliminating false narratives, insights and data.

Determining correlation between different factors to correctly identify insights.

Designing a dashboard to be simple and clear to understand.

Personas

Persona 1: Jusip Saghunbala



"Your product must quench the needs of your customers"

Jusip is very keen on their product being competitive and best on the market for the needs of their customers.

Role: President of Sales

Organization: Perfumery Company

Goals:

- Finding about the needs of customers
- Improving the quality of products
- Optimizing prices
- Getting into a new market and regions

Challenges and Needs:

- He wants to determine the needs and requirements for their product by the customers.
- He wants to find a compatible market price to increase their sales.
- He wants to find out what kind of products are sold the most in each region to get into specific markets.

Persona 2: Aya Qarshal



"Success is the only progress"

Aya is very interested in analyzing the market to find new ways to grow the number of sales.

Role: VP of Sales

Organization: Perfumery Company

Goals:

- Becoming the President of Sales
- Increasing the Company's profit
- Increasing the amount of customers

Challenges and Needs:

- She is very ambitious about her career
- She wants to make something significant and noticeable to catch the attention of the higher-ups and get a promotion.
- She is interested in any way to help the company increase their profit.
- She wants to undermine and overwhelm Jusip Saghunbala.

Dataset Description

brand: The brand of the perfume.

title: The title of the listing.

type: The type of perfume (e.g., Eau de Parfum, Eau de Toilette).

price: The price of the perfume.

priceWithCurrency: The price with currency notation.

available: The number of items available.

availableText: Text description of availability.

sold: The number of items sold.

lastUpdated: The last updated timestamp of the listing.

itemLocation: The location of the item