

Skin Care Sales Analysis Report

Power BI | SQL

Introduction

This report explores the performance of a skin care sales dataset to uncover trends, measure profitability, and inform strategic business decisions.

It covers analysis across products, regions, discounts, customer segments, and categories using Power BI and SQL.

Findings

1. Top 5 products account for over 45% of total profit.
2. Discounts >30% reduce profit margins significantly.
3. Corporate segment delivers higher average profit but the Home and Accessories category is not doing well.
4. Eastern Europe has the highest profit margin but the Western Europe has the highest total profit which is relational to total sales.
5. Self Employed segment has low profitability.
6. 11–20% discount range shows best balance of volume and profitability.

Recommendations

1. Focus marketing and inventory on top 5 profitable products.
2. Set optimal discount thresholds below 30%.
3. Target corporate customers for upselling and retention.
4. Reevaluate pricing or bundling for Self Employed segment and all category under it

Conclusion & Next Steps

The analysis has uncovered clear patterns that can guide pricing, product, and regional strategies.

Next Steps:

1. Deploy insights into sales and marketing strategies.
2. Monitor trends using dynamic Power BI dashboards.
3. Continue periodic analysis to adapt to evolving customer behavior.