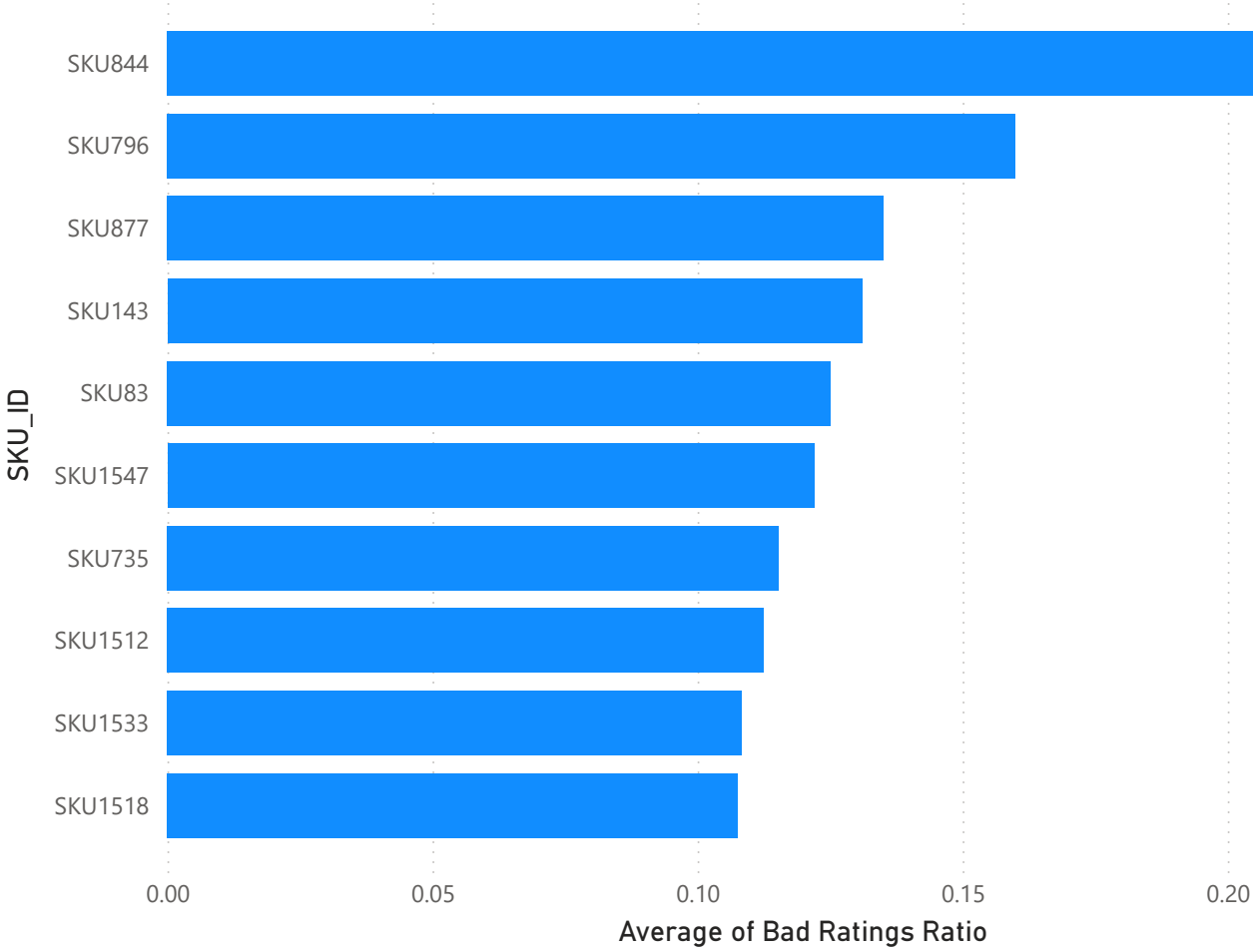# Average of Bad Ratings Ratio by SKU_ID
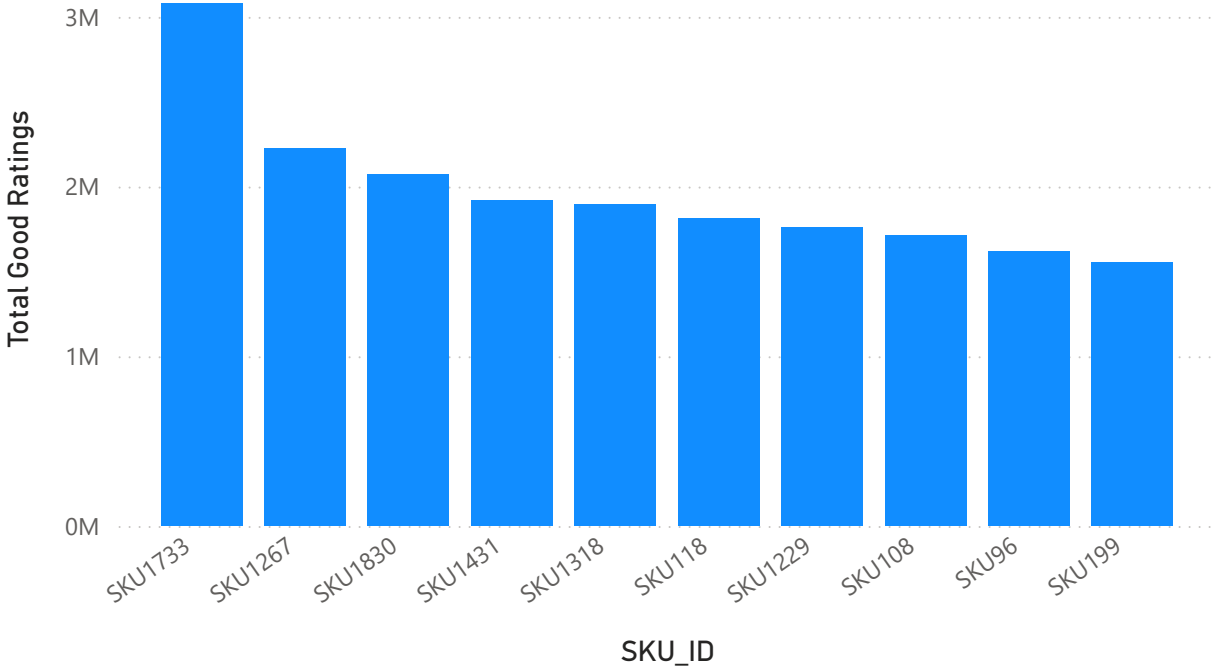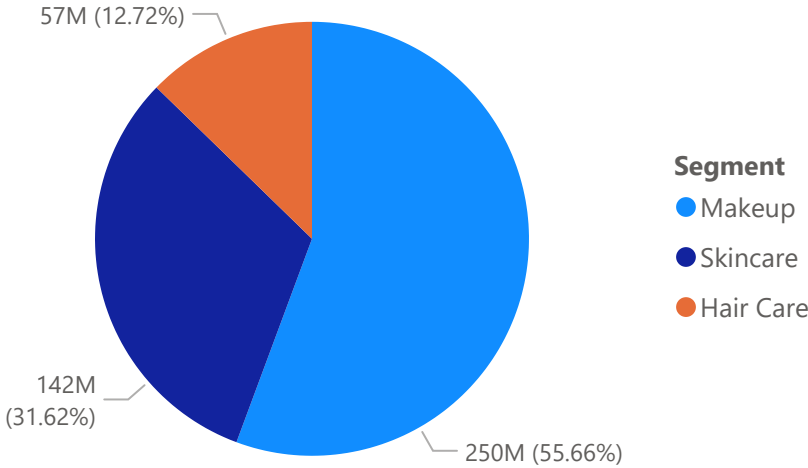

As we can see from the visual, SKU844 had the highest bad Rating Ratio.

Total Good Ratings by SKU_ID

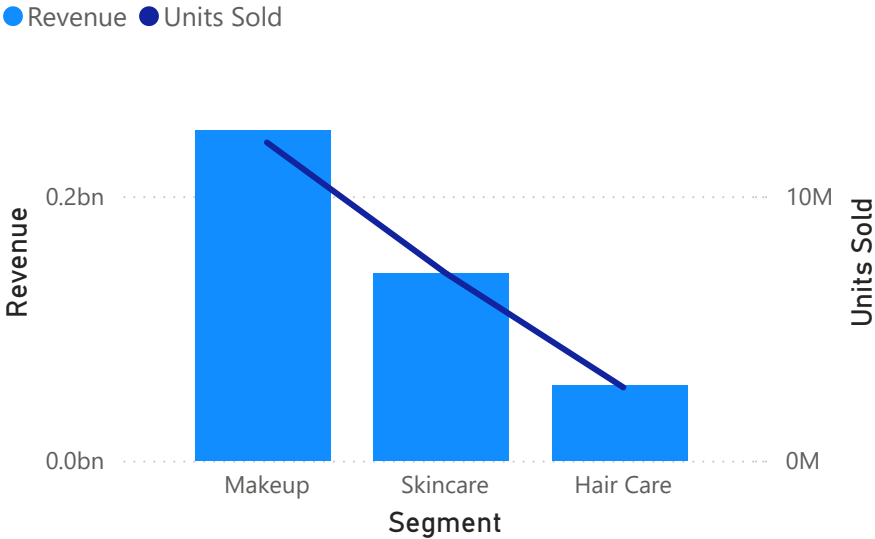
Revenue by Segment

Segment
- Makeup
- Skincare
- Hair Care

57M (12.72%)

142M (31.62%)

250M (55.66%)

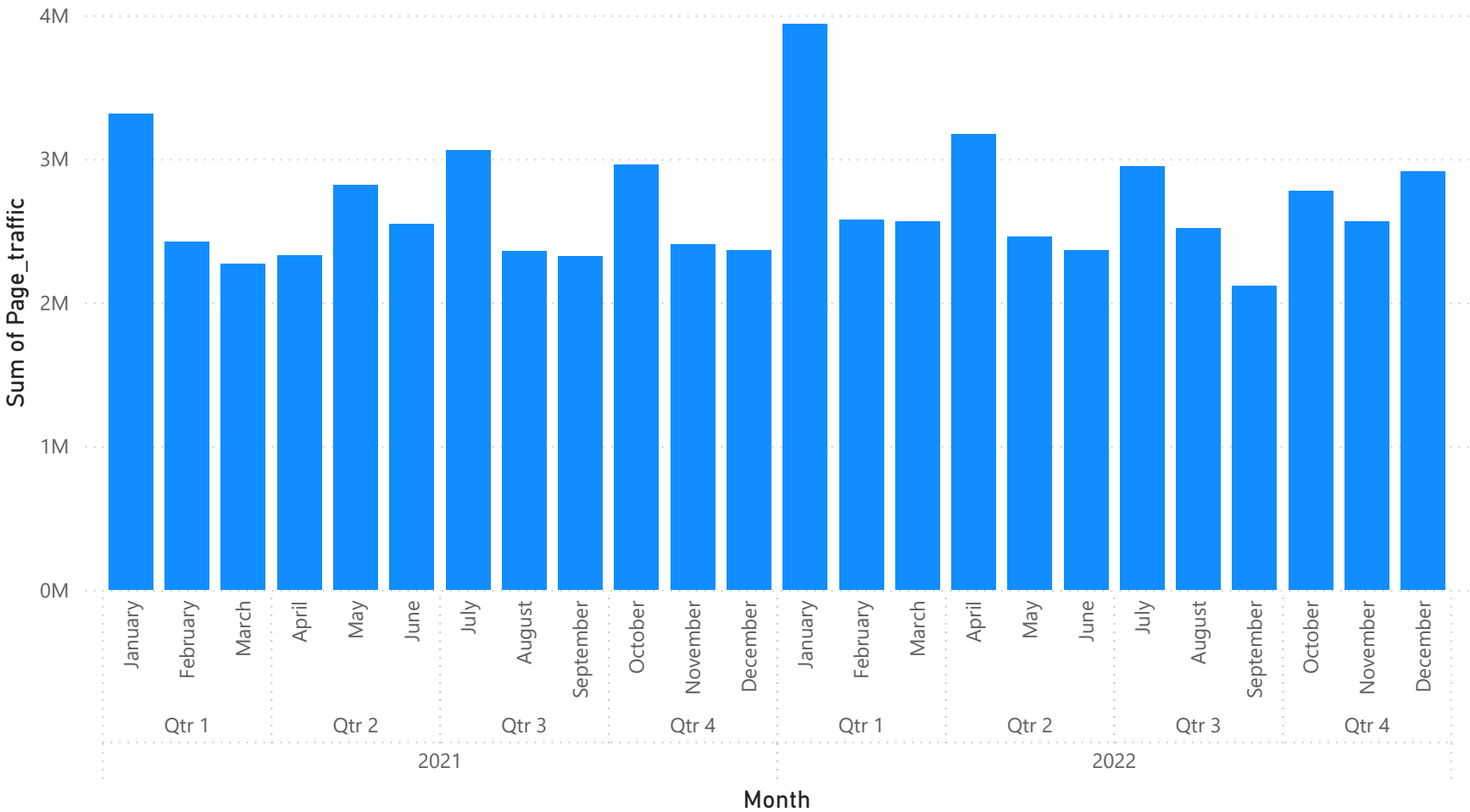We can see from the Column chart that SKU1733 had the highest number of good ratings.

Revenue and Units Sold by Segment

- Revenue
- Units Sold

Sum of Page_traffic by Year, Quarter and Month

As we can see form the chart, December had the highest web traffic in the last quarter of 2022.