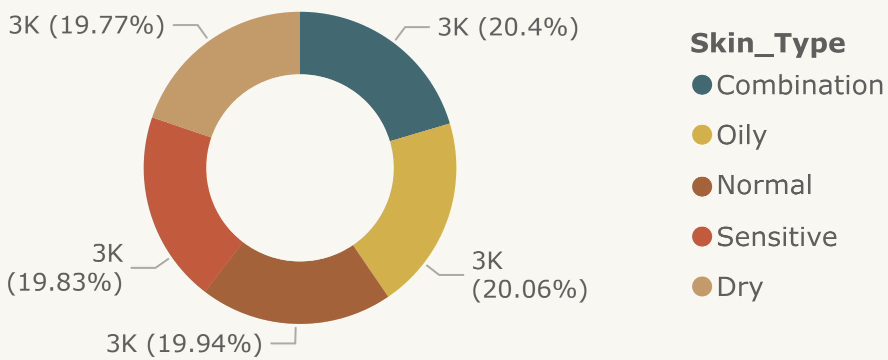
Product Overview

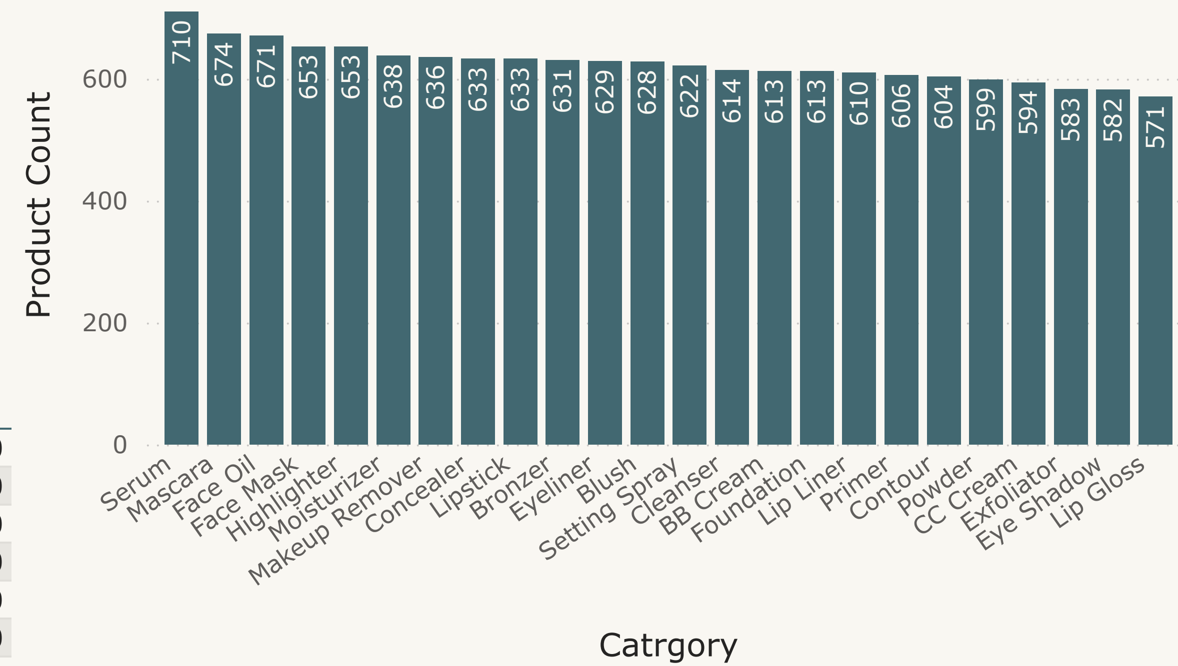
Total Products	Average Rating	Average Price	Total Brands
15K	3	902	40

Sum of Count by Skin_Type



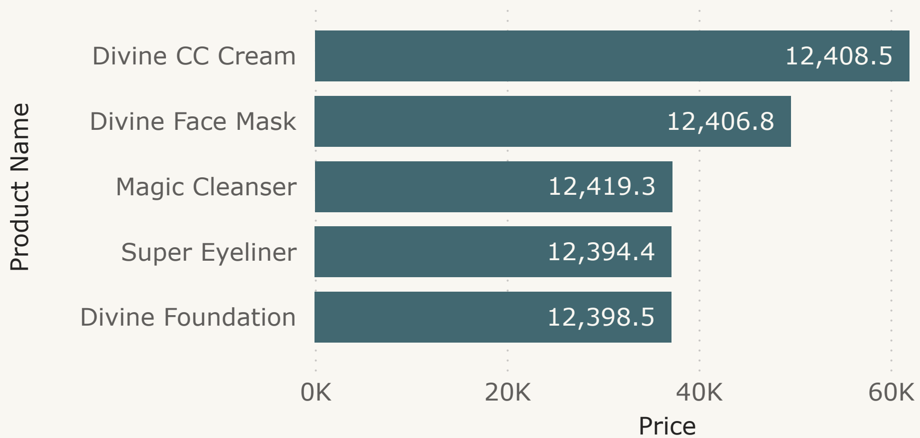
Product_Name	Brand	Category	Sum of Price_INR	Sum of Rating
Divine Face Mask	Clinique	Concealer	883.12	4.20
Divine Face Oil	Becca	Powder	848.26	4.70
Divine Moisturizer	Morphe	Lip Liner	939.56	4.30
Magic Exfoliator	Anastasia Beverly Hills	Serum	858.22	4.90
Magic Foundation	Perricone MD	BB Cream	966.12	5.00
Magic Lip Gloss	Patrick Ta	Face Oil	952.01	4.80
Perfect Blush	Tatcha	Lip Liner	1,005.13	5.00
Perfect Face Mask	Becca	Setting Spray	830.00	4.60
Super Lip Gloss	Bite Beauty	Contour	869.84	4.70
Super Lip Liner	Yves Saint Laurent	Foundation	864.86	4.80
Total			**9,017.12**	**47.00**

Count of Products by Category



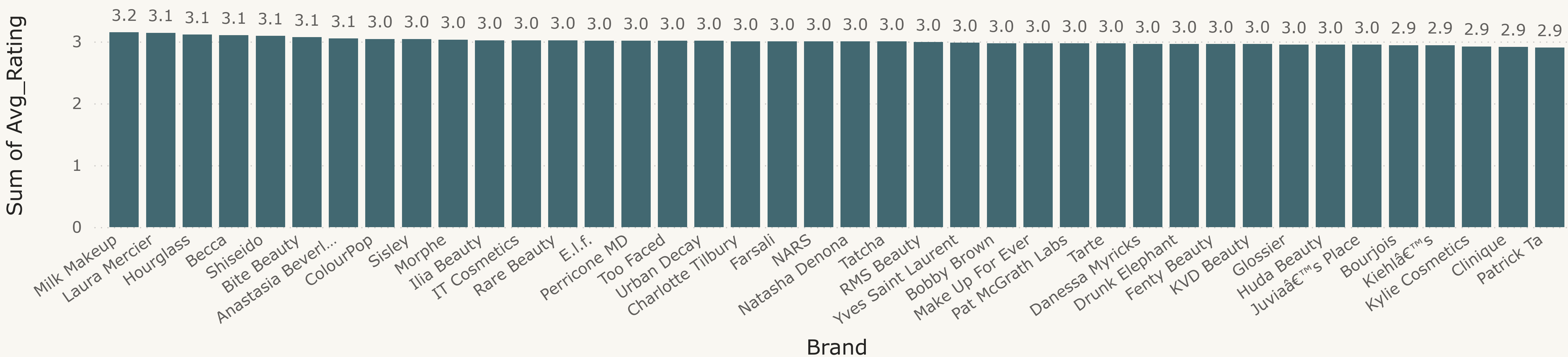
Pricing & Rating Analysis

5 Most Expensive Products

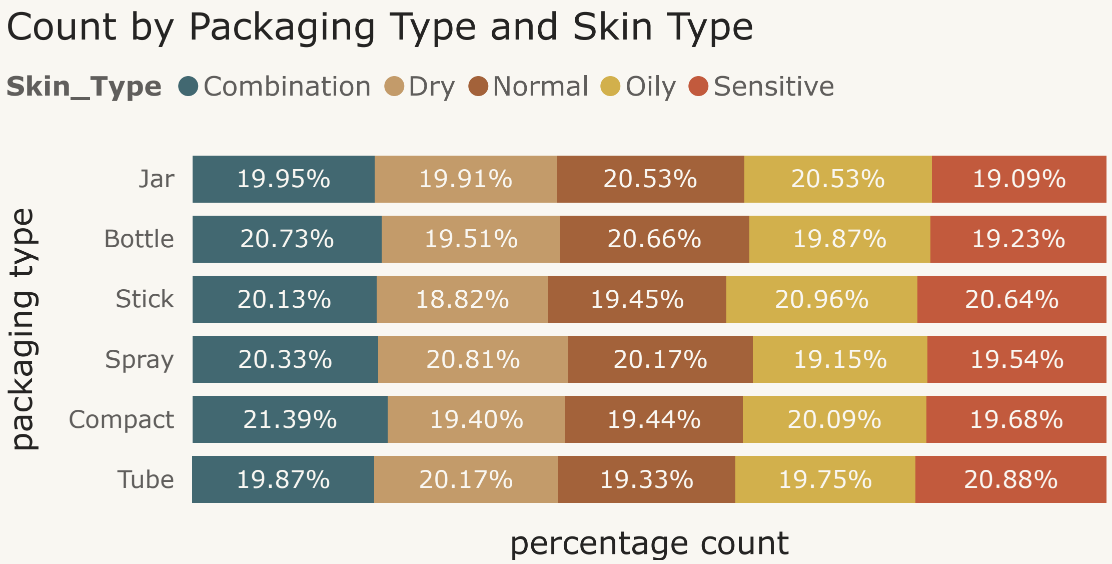


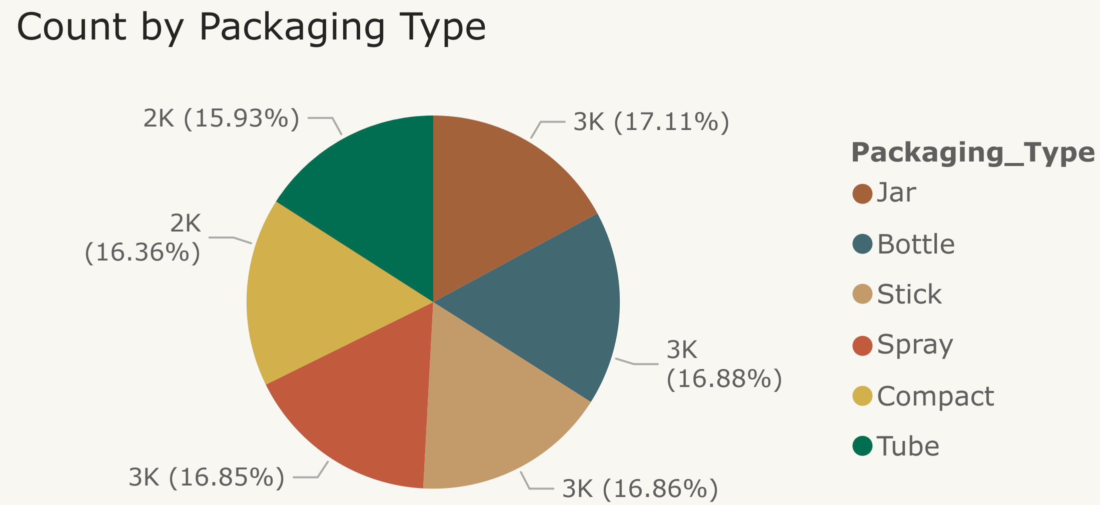
Product_Name	Brand	Sum of Price_INR	Sum of Rating	Sum of Value_Score
Divine Face Mask	Clinique	883.12	4.20	0.01
Divine Face Oil	Becca	848.26	4.70	0.01
Divine Moisturizer	Morphe	939.56	4.30	0.01
Magic Exfoliator	Anastasia Beverly Hills	858.22	4.90	0.01
Magic Foundation	Perricone MD	966.12	5.00	0.01
Magic Lip Gloss	Patrick Ta	952.01	4.80	0.01
Perfect Blush	Tatcha	1,005.13	5.00	0.01
Perfect Face Mask	Becca	830.00	4.60	0.01
Super Lip Gloss	Bite Beauty	869.84	4.70	0.01
Super Lip Liner	Yves Saint Laurent	864.86	4.80	0.01
Total		**9,017.12**	**47.00**	**0.05**

Sum of Avg_Rating by Brand



Consumer Preferences





Insights

- Skincare dominates the product mix both in volume and premium pricing.
- Average customer satisfaction is only 3/5, meaning pricing power may not always align with customer experience.
- Premium brands like Clinique, Becca, Anastasia Beverly Hills command higher prices, but mid-tier products might offer better value for money.
- Brand-wise Ratings: Most brands hover around 2.9–3.2 average rating → no brand is excelling significantly in consumer perception.
- Despite high pricing, Value Score remains low, showing premium products may not deliver proportional satisfaction.
- Packaging Distribution is almost evenly split → Jar, Bottle, Stick, Spray, Compact, Tube each ~16–21%.
- Best opportunity: Mid-tier brands with better value-for-money can disrupt premium-dominated categories.