

Nykaa Dataset Analysis & Visualization

RATINGS

3M

QUANTITY

27K

PRODUCTS

5K

REVIEWS

731K

SELLING PRICE

5.17M

COST PRICE

3.87M

MARGIN AMOUNT

1.29M



Average Selling Price

1.06K

Average Margin %

0.26

Average Rating

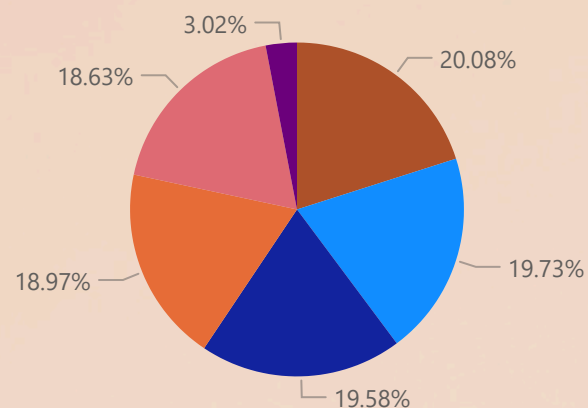
4.01

Average Discount

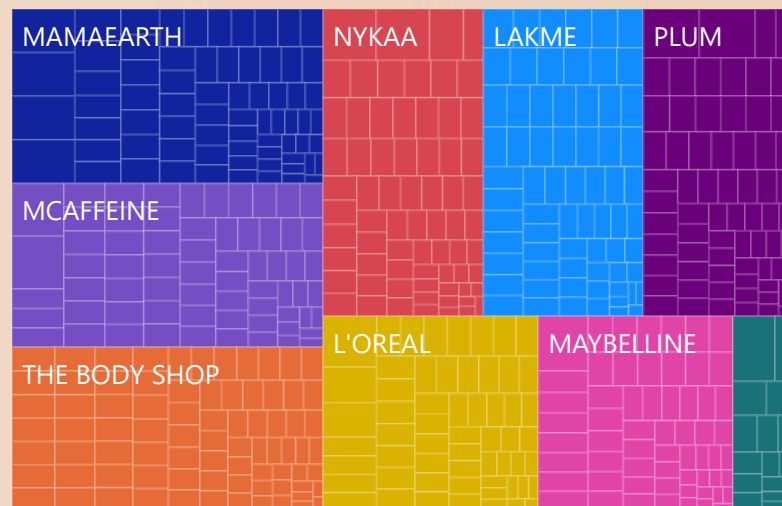
23.02

Categorywise Selling Price

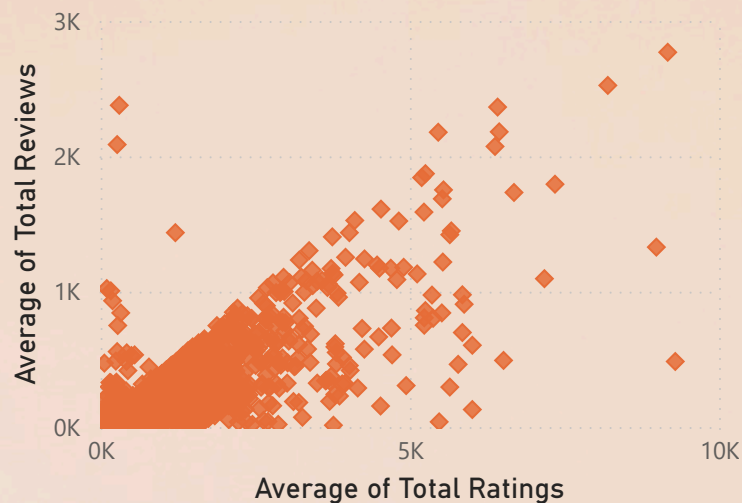
Category ● BATH & BODY ● HAIRCARE ● FRAGRANCE



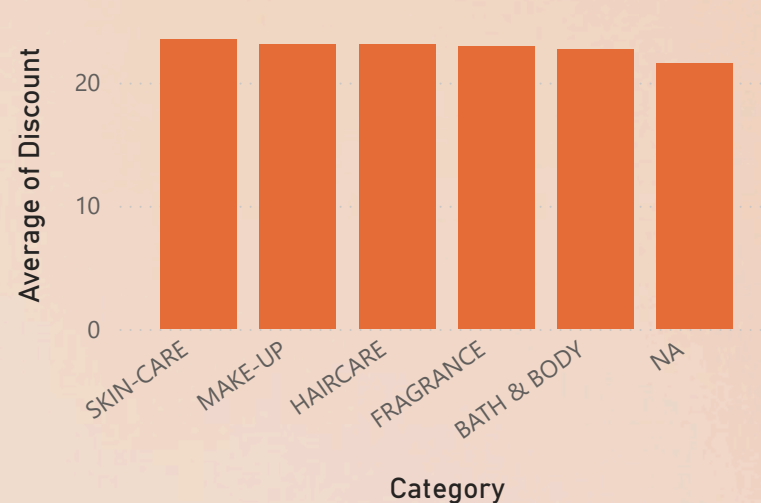
Brand Distribution



Ratings Vs Reviews

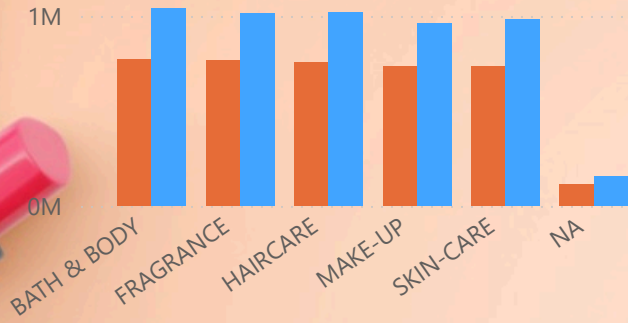


Category Discount

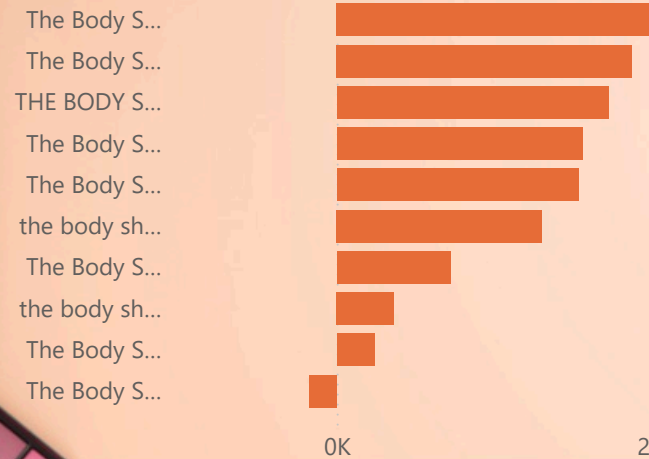


Cost Vs Selling Price

● Total Cost Price ● Total Selling Price



Top 10 High Margin Products



LAKME

162.02
Sum of Margin %

22.51
Average Discount

L'OREAL

146.49
Sum of Margin %

23.28
Average Discount

MAMAEARTH

160.12
Sum of Margin %

23.57
Average Discount

MAYBELLINE

149.00
Sum of Margin %

23.55
Average Discount

MCAFFEINE

147.95
Sum of Margin %

22.56
Average Discount

NA

35.65
Sum of Margin %

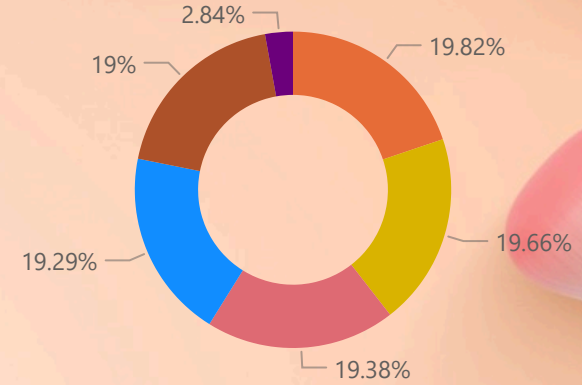
22.00
Average Discount

NYKAA

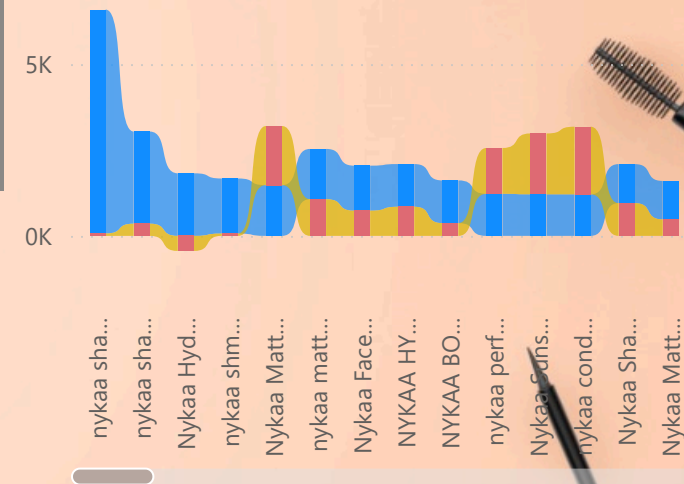
145.14

22.10

Margin % Across Categories



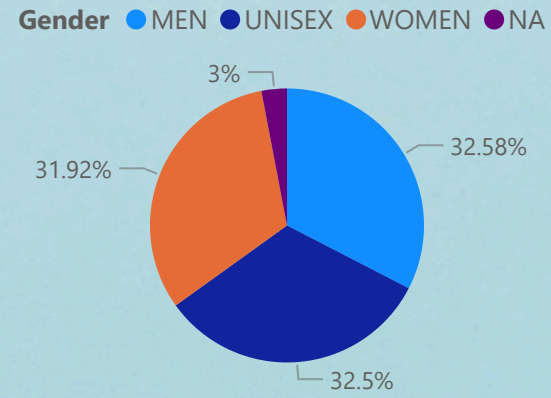
Margin Vs Ratings for Nykaa



Top 10 Products by Ratings

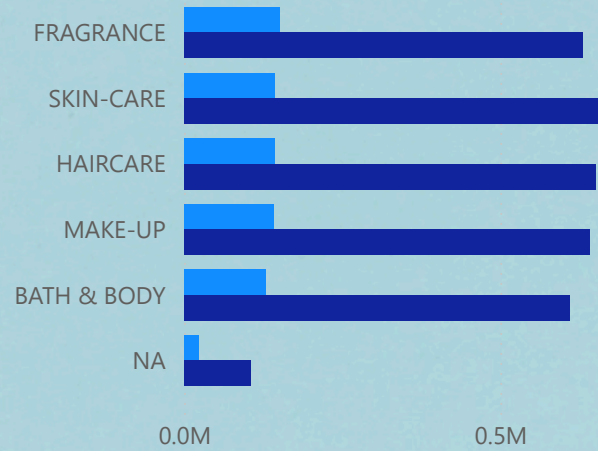


Gender Categorization

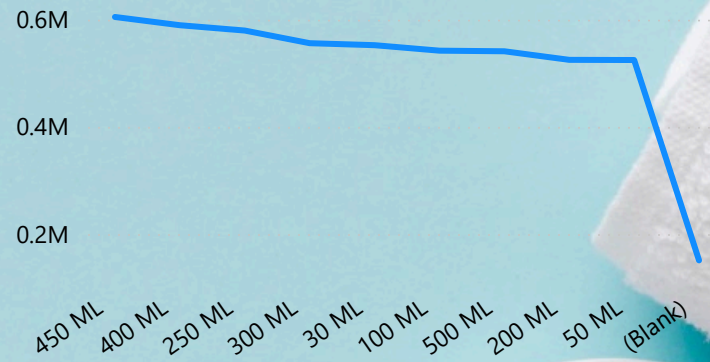


Review Vs Ratings by Category

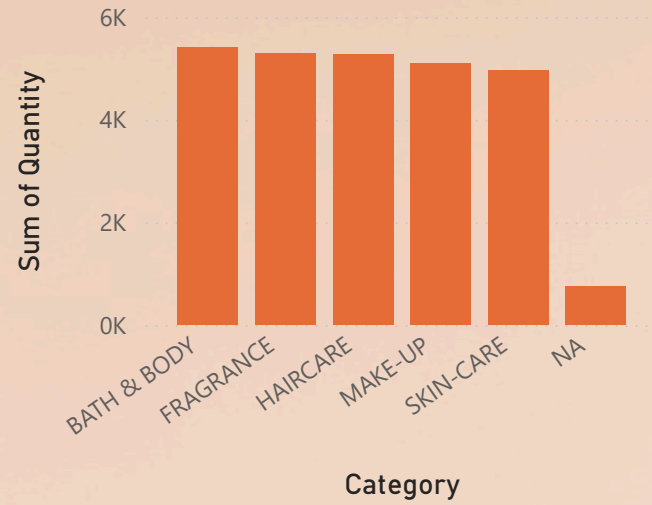
Sum of Total Reviews Sum of Total Ratings



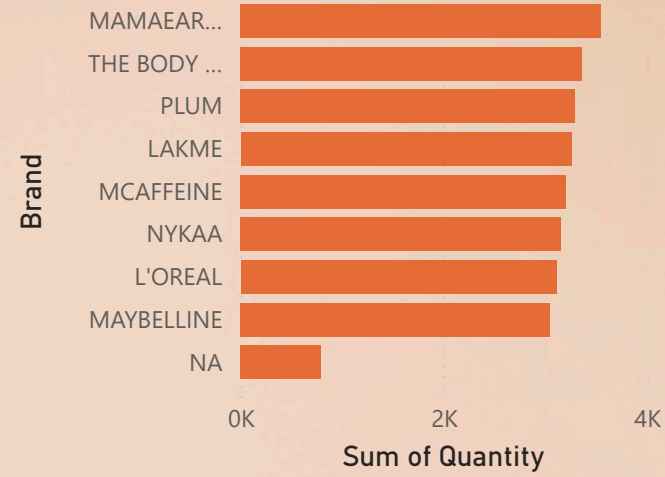
Size Wise Price Trend



Qty By Category



Qty By Brand



Brand	BATH & BODY	FRAGRANCE	HAIRCARE	MAKE-UP	NA	SKIN-CARE
LAKME	646	611	630	623	114	632
L'OREAL	696	638	569	634	46	526
MAMAEARTH	637	758	771	676	72	633
MAYBELLINE	657	644	608	528	68	540
MCAFFEINE	689	639	564	613	106	590
NA	118	191	184	112		184
NYKAA	525	684	615	681	95	557
PLUM	693	491	685	638	144	644
THE BODY SHOP	738	634	650	594	99	648
Total	5399	5290	5276	5099	744	4954

