

# Glitz Glam and Grouping

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# Sephora

Sephora is a French multinational retailer of personal care and beauty products. Featuring nearly 340 brands, along with its own private label, Sephora Collection, Sephora offers beauty products including cosmetics, skincare, body, fragrance, nail color, beauty tools, body lotions and haircare





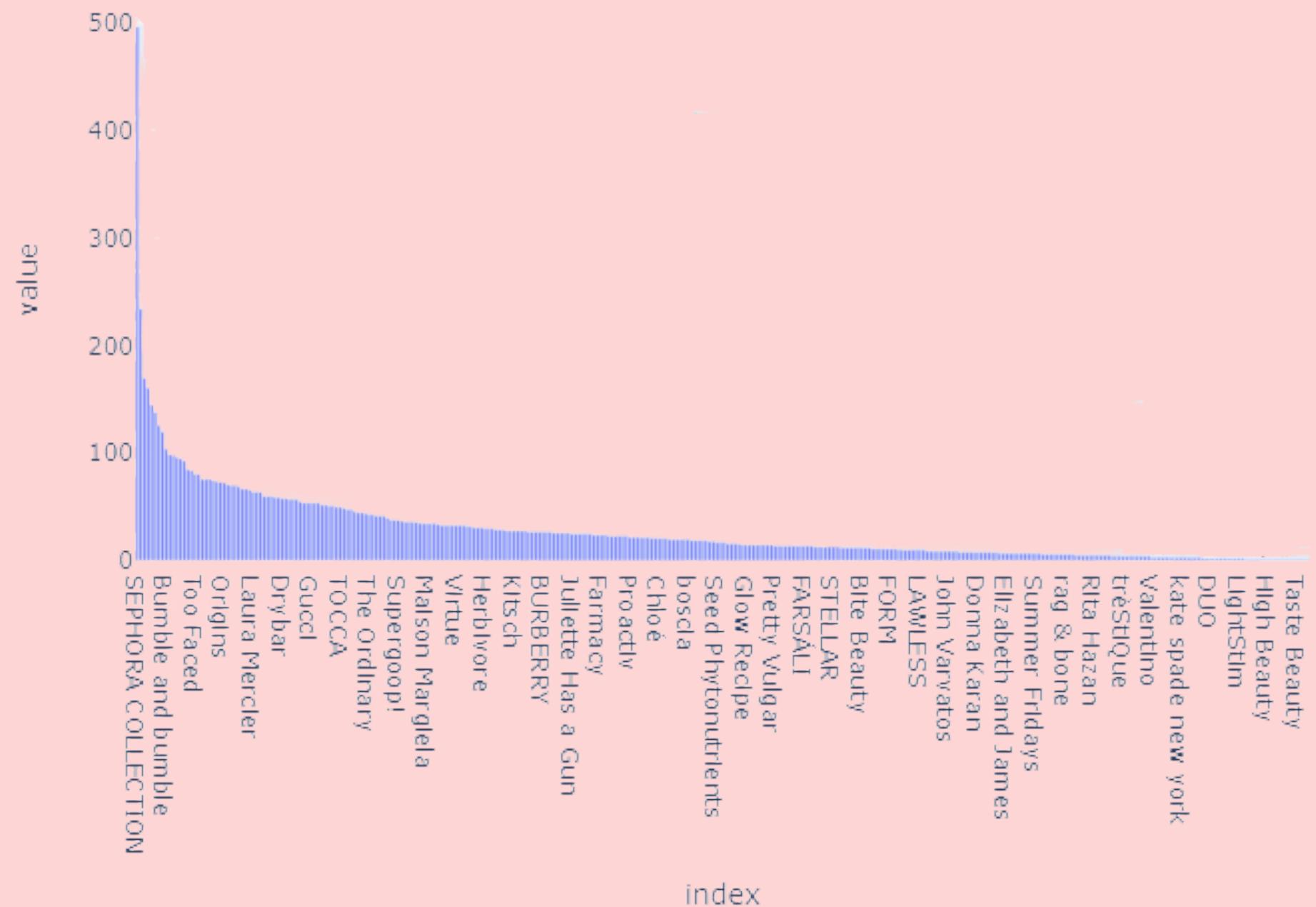
## DATA SET

Created by Raghad Alharbi who wanted to use web scraping methods to collect more than 1,000 useful records from the Sephora website. This data set is rich with information as it has 21 variables, 9169 observation also it was created in 2020

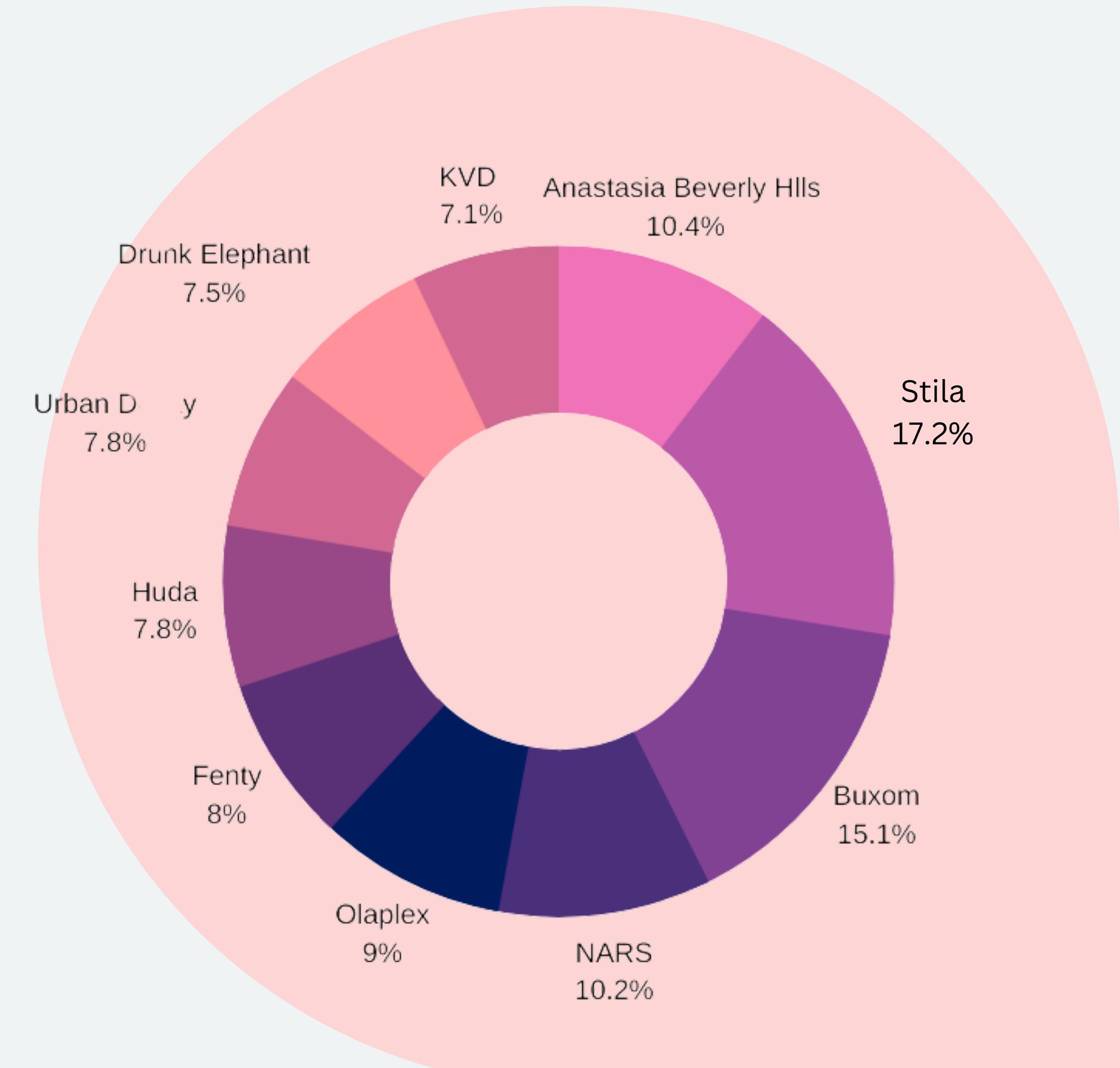
# Brands at Sephora

Sephora.com launched in the US in 1999 and quickly became Sephora's largest North American store, where clients can today discover and interact with more than 340 curated brands and more than 45,000 products and engage with the Beauty Insider Community.

Available brands at Sephora and amount



## Top 10 Loved Brands at Sephora



# Over 150 Different Categories

Moisturizers  
Face Serums  
Value & Gift Sets  
Face Wash & Cleansers  
Face Masks  
Rollerballs & Travel Size  
Hair Styling Products  
Eye Palettes  
Lipstick  
Eye Creams & Treatments  
Shampoo  
Face Brushes  
Highlighter  
Foundation  
Cologne  
Mini Size  
Mascara



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Makeup Products  
Eye shadow, blush foundation



Skin Care  
face oil, sunscreen,  
exfoliator



Hair Care  
Shampoo, conditioner,  
styling tools

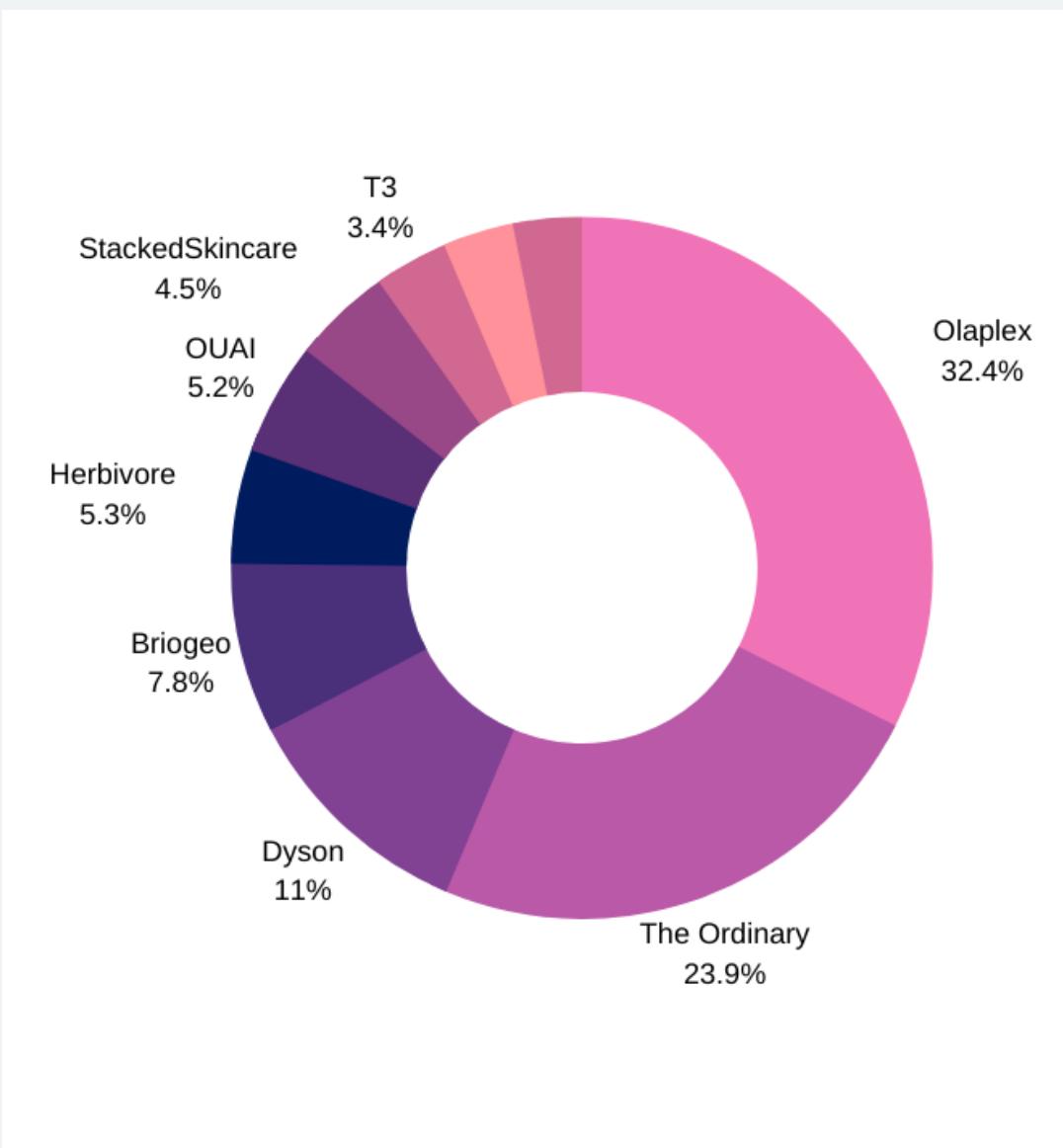
Body Products  
perfume, body lotion and  
oils

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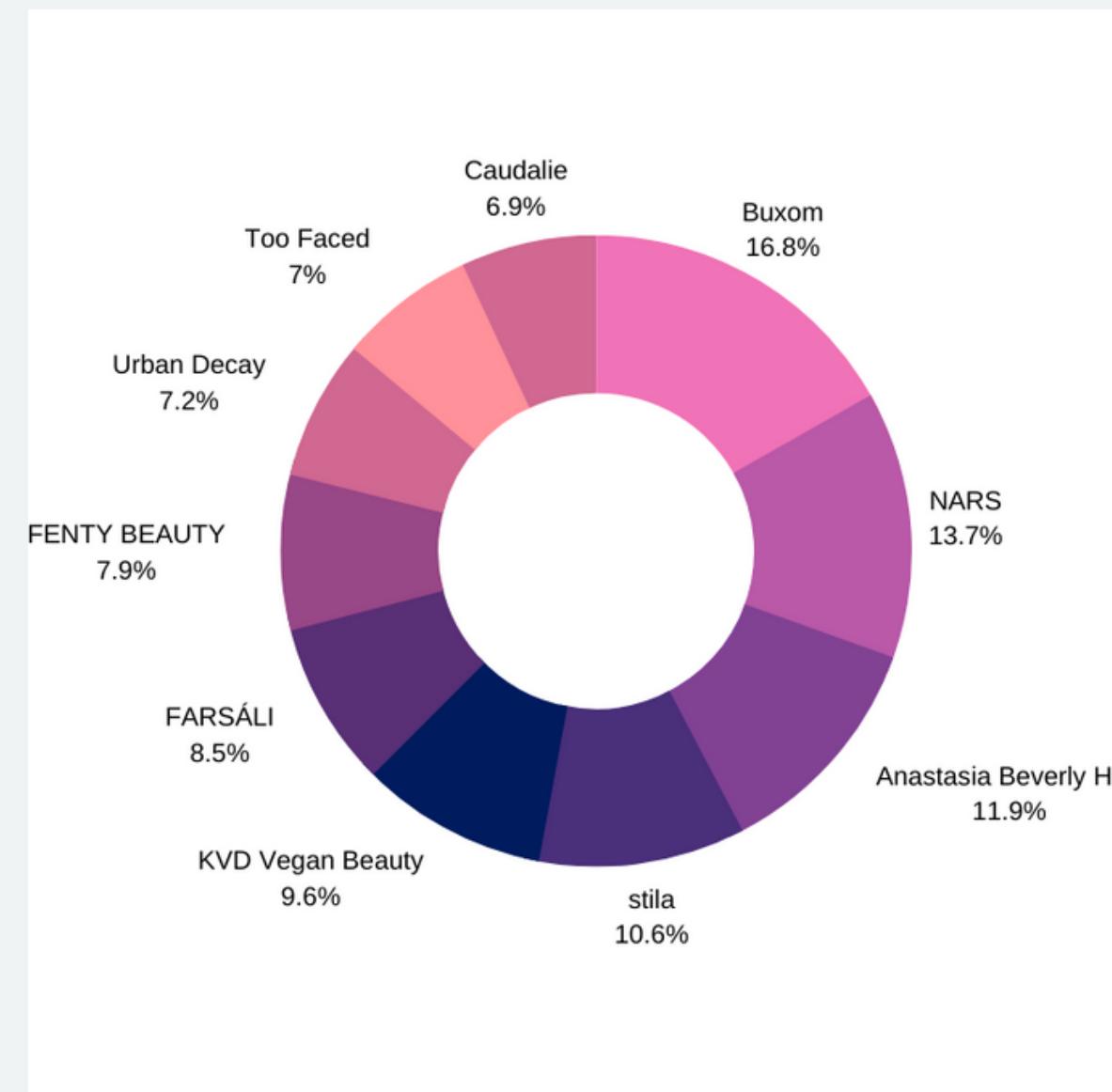
# After Grouping the Data



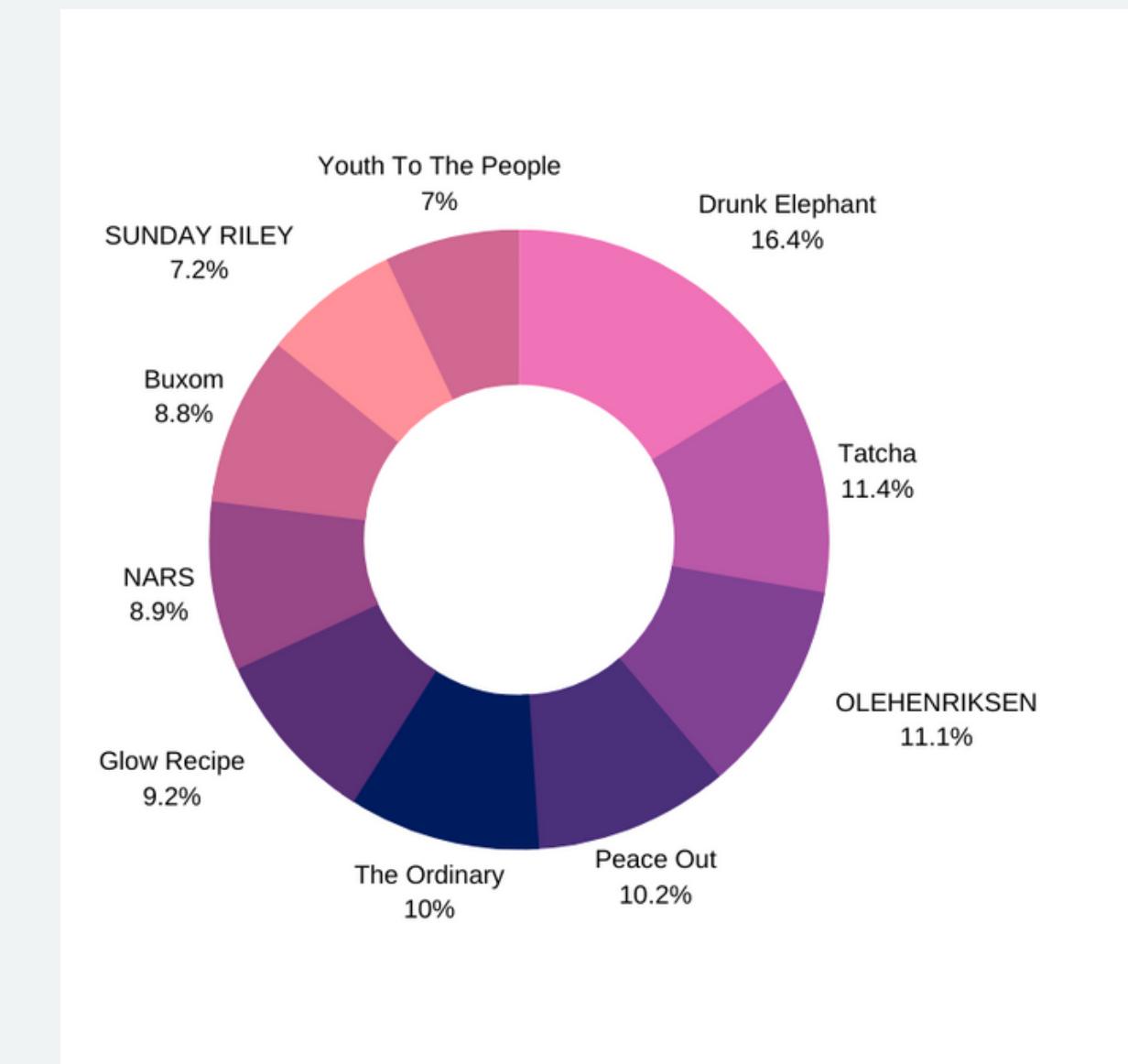
Top 10 Hair Care Brands



Top 10 Makeup Brands



Top 10 Skin Care Brands

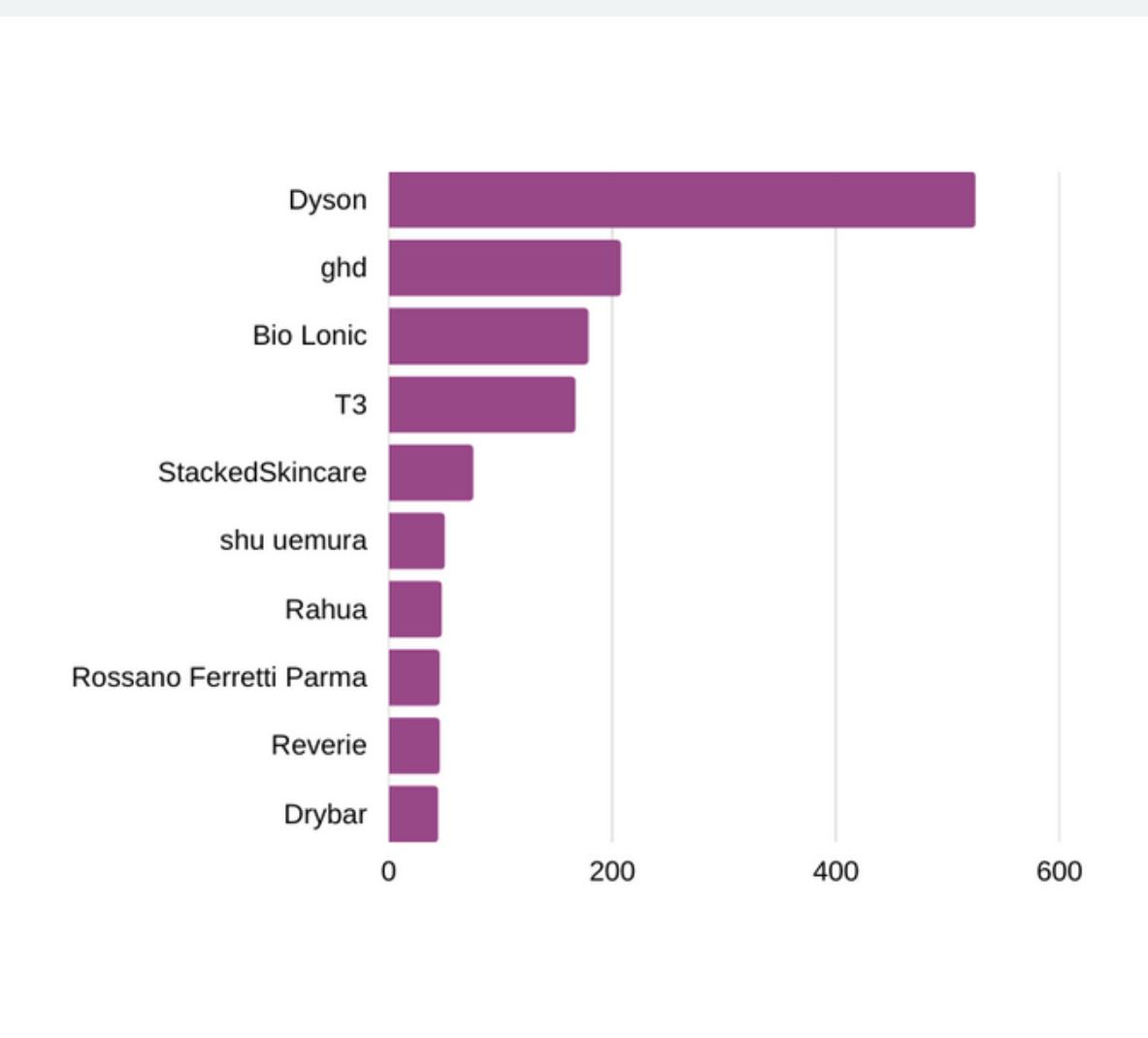


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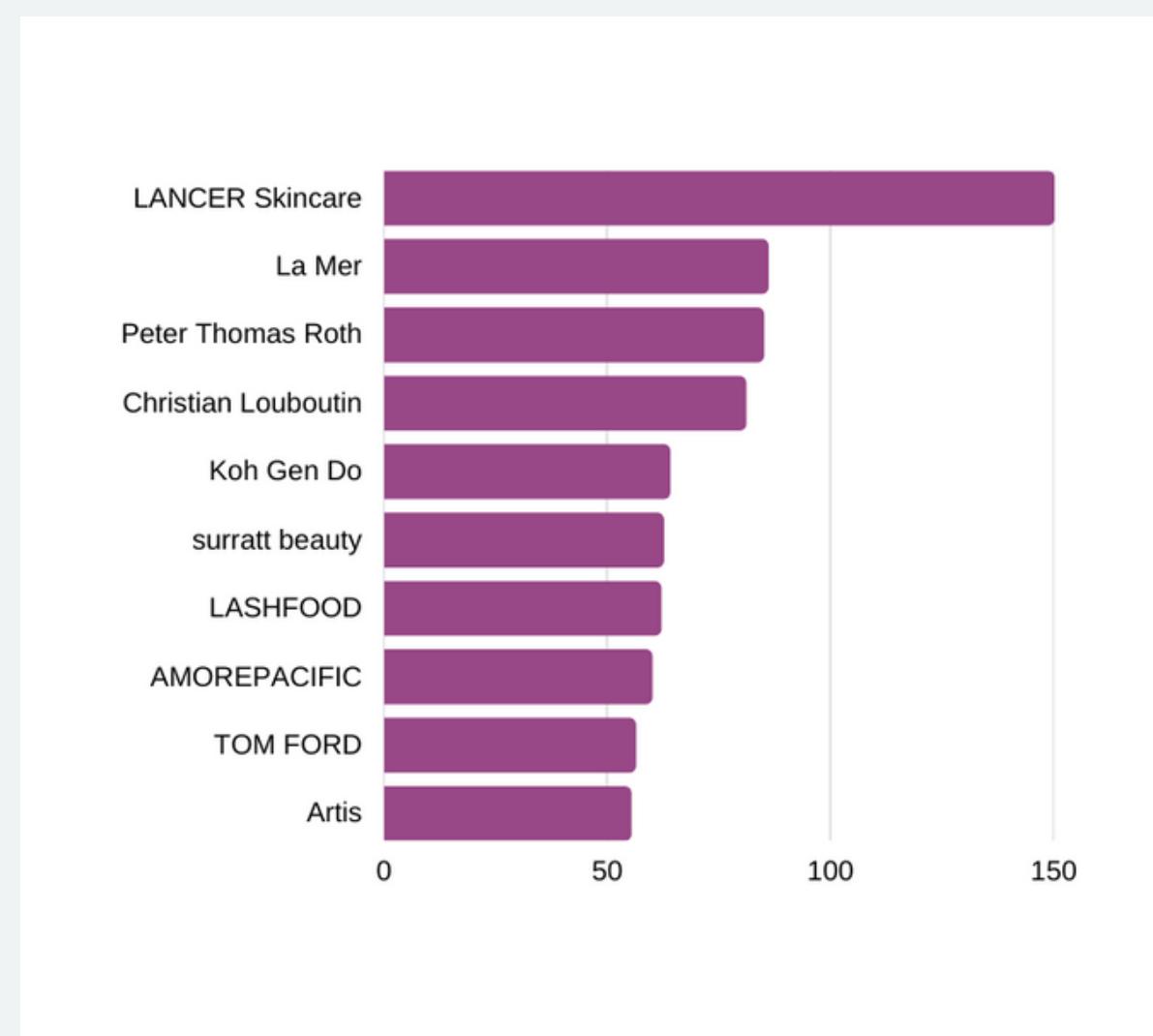
# Does Price Matter?



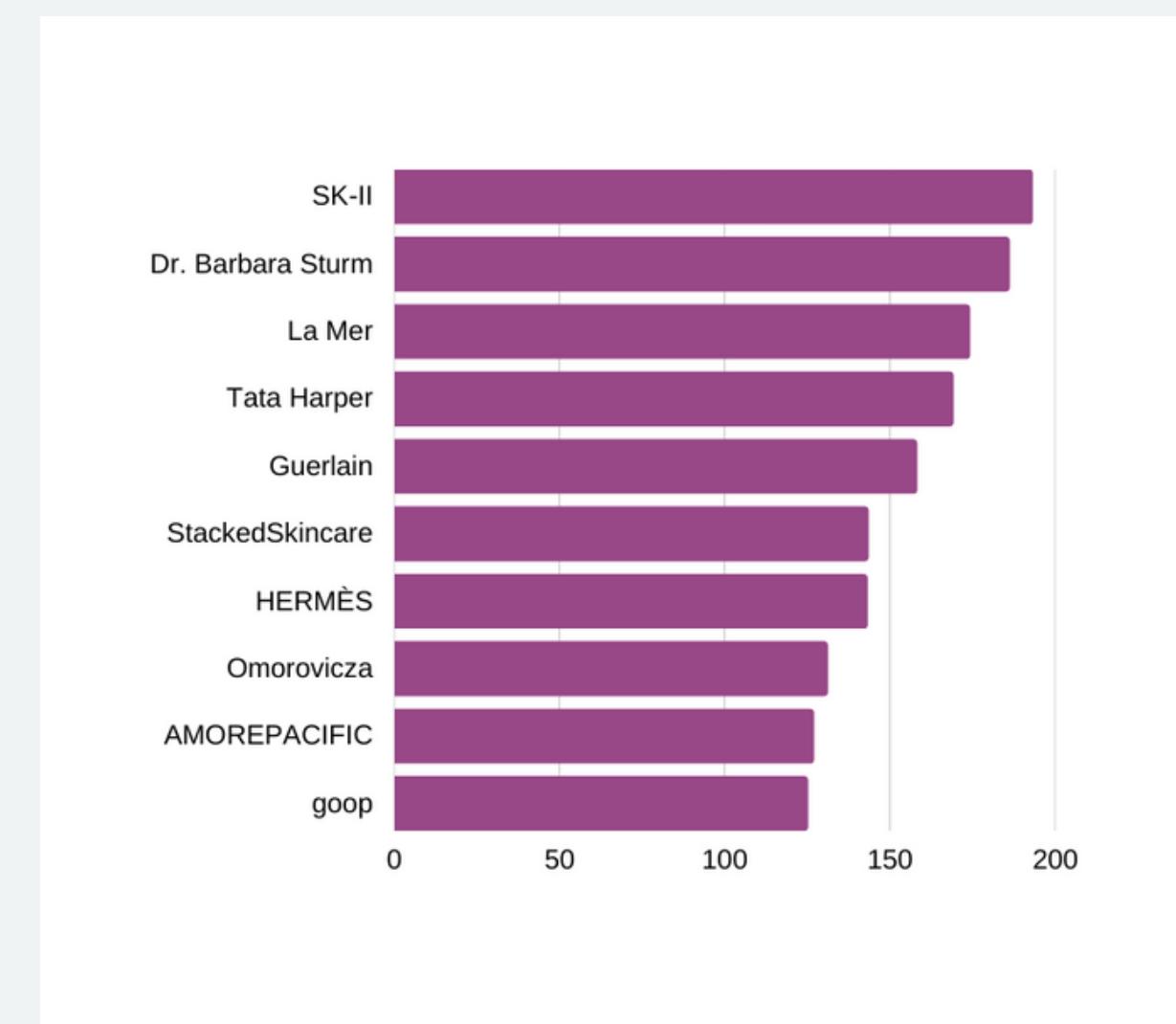
Most Expensive Hair Care Brands



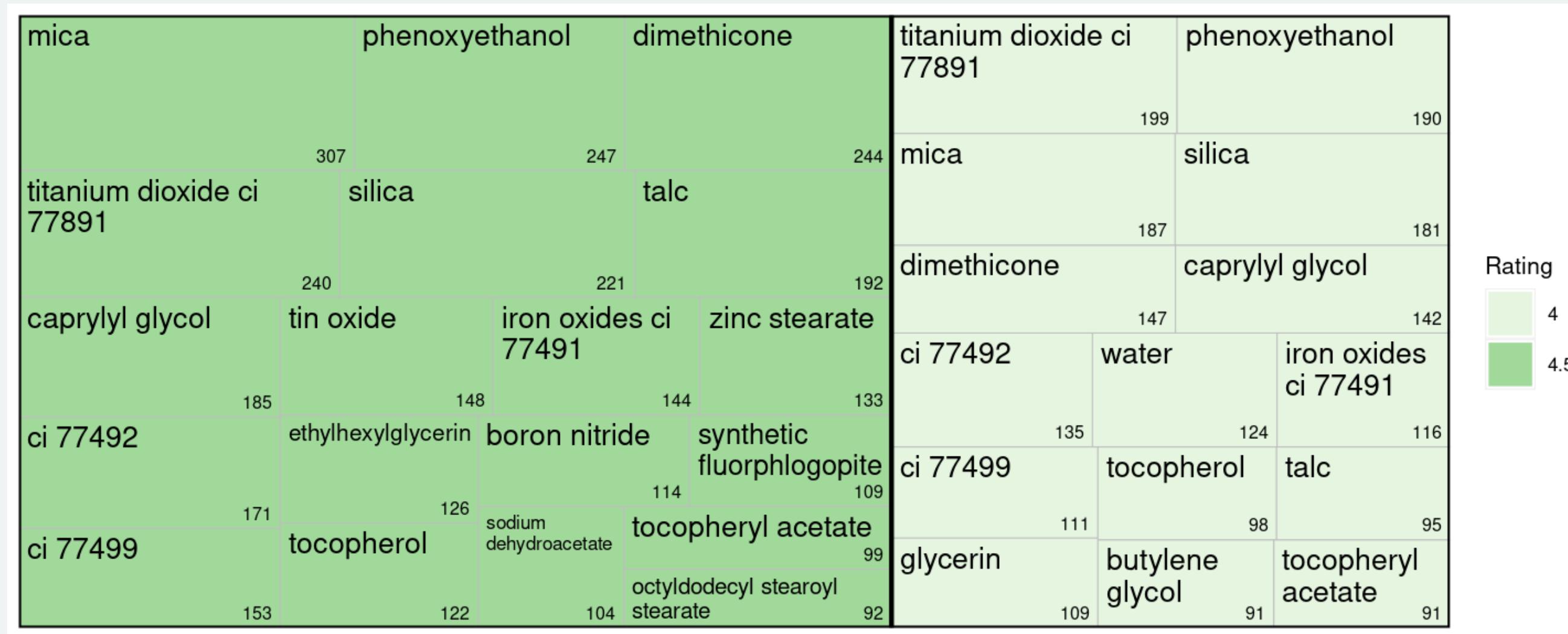
Most expensive Makeup Brands



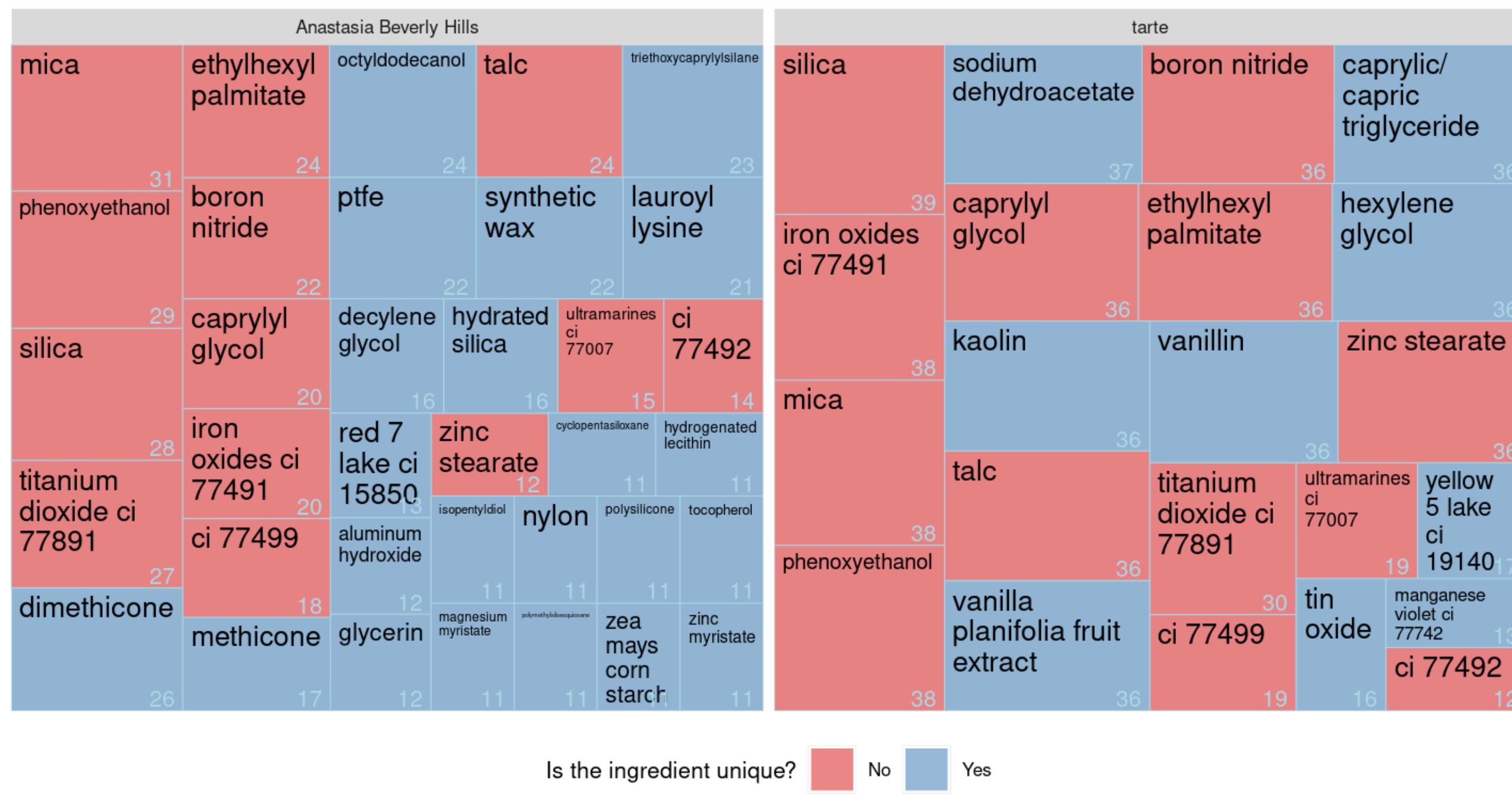
Most Expensive Skin Care Brands



# Frequency of ingredients in Makeup Products



# Comparing most common ingredients in products with the highest rating (5) for Anastasia Beverly Hills and tarte Cosmetics.



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### Next Steps

Compare ingredients from all top brands

### Analysis

Price is not a limiting factor when a customer loves a product

### Future Products

There is a trend of adding ant aging and smoothing properties to makeup not just skin care

# Thank you for your time!

[GitHub Repo](#)  
[Kaggle Dataset](#)