SEPHORA

Introduction:

Sephora is one of the largest beauty retailers with a wide range of beauty products. We have selected two data sets that contain the required parameters to do analysis that will help improve the overall marketing strategy and retail enhancement of Sephora products.

Purpose of the Document:

This document outlines five critical business problems faced by SEPHORA, a renowned global beauty and skincare retailer. In the digital age, where customer feedback can make or break a brand, SEPHORA aims to address these challenges with data-driven insights to maintain its leadership in the market and enhance customer satisfaction. The primary purpose of presenting these problems is to set a foundation for subsequent analyses and solution strategies, ensuring that the company continues to thrive and meet its customers' evolving needs.

SEPHORA: Business Problem Statement Document

In our pursuit to find data-driven solutions, we have integrated two crucial datasets: the Product Dataset and the Review Dataset. These datasets collectively provide comprehensive insights into product details and customer feedback, forming the backbone of our analysis.

Business Problem 1:

Is there a significant difference in average product prices between products that are recommended and those that are not?

Business Problem 2:

To launch a new marketing campaign, we want to identify which customer segments (based on features like skin tone, hair colour, eye colour) might be underrepresented or overly dissatisfied in our reviews. Identifying these groups will allow us to tailor our campaigns to these segments, ensuring they feel represented and addressing their specific concerns.

Business Problem 3:

Are higher-priced products generally rated better than lower-priced products? We want to understand if pricing correlates with perceived product quality based on reviews.

Business Problem 4:

Which products have the highest counts of negative feedback? The aim is to pinpoint products that might require quality enhancements or more targeted marketing strategies to address the specific needs of different customer segments.

Business Problem 5:

 In today's digital era, where customer reviews and recommendations greatly influence purchasing behavior, understanding and anticipating customer sentiment is crucial. For a global beauty and skincare retailer like Sephora, every product recommendation, or lack thereof, can significantly impact sales, brand perception, and customer loyalty.

At the heart of this challenge lies a critical question: Can we predict if a customer will recommend a product based on their interactions, ratings, and feedback? And if so, how can such predictions shape Sephora's strategic decisions, from product placements, inventory management, to marketing campaigns?