



Cosmetic products to your skin type

Based on ingredients

CONTENTS OF THIS PROJECT

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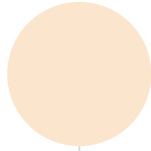


01 MARKET SEGMENTATION

**Why is market
segmentation crucial?**

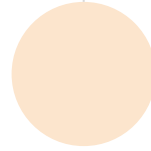
PROBLEM

- Large customer base
 - Marketing message at risk and irrelevant



SOLUTION

- Divide customers into groups
- Easy to cater and understand their needs



02

MARKET STRATEGY

**How to implement
market segmentation
strategy?**



MARKET STRATEGY

Geographic Segmentation

Europe
US

Demographic

Women
20-55
Middle-income

Behavioural

Who already know
their skin type

First-time users
Regular users

Psychographic

Lifestyles
Buying motives
Values





03

INGREDIENTS

Based on your skin type

MOST FREQUENTLY USED INGREDIENTS

methylcellulose

ozonized oryza sativa (rice) callus culture e...

sodium carboxyethylsilanetriol

sodium lignosulfonate

-pepha® (derived from watermelon extract): pro...

chlorhexidine digluconate. [+/-: iron oxides ...

quaternium-18 bentonite

argania spinosa (argan) oil*. *organic.

passiflora incarnata (passionfruit) oil

prunus amygdalus dulcis (sweet almond) oil*

visit the coola boutique

carmine.

aluminum powder

chromium hydroxide green

tetrasodium edta. maycontain: mica

magnesium myristate

zinc oxide 14.70%

DRY SKIN

1 ozonized oryza sativa (rice) callus culture e...

2 chlorhexidine digluconate, [+/-: iron oxides ...

3 quaternium-18 bentonite

4 and avobenzone 3% deliver broad-spectrum sun ...

5 octisalate 5%

6 -homosalate 10%

7 c30-45 alkyl cetearyl dimethicone crosspolymer

8 ornithine hcl

9 caprylic/capric triglyceride

10 trisodium ethylenediamine disuccinate.

11 tetrahexyldecyl ascorbate

12 acrylates/octylacrylamide copolymer

13 diisopropyl adipate

14 sd alcohol 40

15 ubiquinone (coenzyme q-10).

16 purified water

17 peg-8 methyl triethoxysilane

18 cetyl peg/ppg 10/1 dimethicone

19 camellia sinensis (green tea) polyphenols

COMBINATION SKIN

ozonized oryza sativa (rice) callus culture e...

chlorhexidine digluconate. [+/-: iron oxides ...

quaternium-18 bentonite

and avobenzone 3% deliver broad-spectrum sun ...

octisalate 5%

-homosalate 10%

c30-45 alkyl cetearyl dimethicone crosspolymer

ornithine hcl

caprylic/capric triglyceride

trisodium ethylenediamine disuccinate.

tetrahexyldecyl ascorbate

acrylates/octylacrylamide copolymer

sd alcohol 40

ubiquinone (coenzyme q-10).

purified water

peg-8 methyl triethoxysilane

cetyl peg/ppg 10/1 dimethicone

camellia sinensis (green tea) polyphenols

ascorbic acid

OILY SKIN

ozonized oryza sativa (rice) callus culture e...

chlorhexidine digluconate. [+/- iron oxides ...

quaternium-18 bentonite

and avobenzone 3% deliver broad-spectrum sun ...

octisalate 5%

-homosalate 10%

c30-45 alkyl cetearyl dimethicone crosspolymer

ornithine hcl

passiflora incarnata seed oil

caprylic/capric triglyceride

trisodium ethylenediamine disuccinate.

tetrahexyldecyl ascorbate

acrylates/octylacrylamide copolymer

sd alcohol 40

ubiquinone (coenzyme q-10).

purified water

peg-8 methyl triethoxysilane

cetyl peg/ppg 10/1 dimethicone

camellia sinensis (green tea) polyphenols

NORMAL SKIN

ozonized oryza sativa (rice) callus culture e...

chlorhexidine digluconate. [+/-: iron oxides ...

quaternium-18 bentonite

and avobenzone 3% deliver broad-spectrum sun ...

octisalate 5%

-homosalate 10%

c30-45 alkyl cetearyl dimethicone crosspolymer

ornithine hcl

caprylic/capric triglyceride

trisodium ethylenediamine disuccinate.

tetrahexyldecyl ascorbate

acrylates/octylacrylamide copolymer

sd alcohol 40

ubiquinone (coenzyme q-10).

purified water

peg-8 methyl triethoxysilane

cetyl peg/ppg 10/1 dimethicone

camellia sinensis (green tea) polyphenols

ascorbic acid

SENSITIVE SKIN

ozonized oryza sativa (rice) callus culture e...

chlorhexidine digluconate. [+/- iron oxides ...

quaternium-18 bentonite

and avobenzone 3% deliver broad-spectrum sun ...

octisalate 5%

-homosalate 10%

c30-45 alkyl cetearyl dimethicone crosspolymer

ornithine hcl

caprylic/capric triglyceride

trisodium ethylenediamine disuccinate.

tetrahexyldecyl ascorbate

acrylates/octylacrylamide copolymer

sd alcohol 40

ubiquinone (coenzyme q-10).

purified water

peg-8 methyl triethoxysilane

cetyl peg/ppg 10/1 dimethicone

camellia sinensis (green tea) polyphenols

ascorbic acid

CONTENT-BASED RECOMMENDER SYSTEM

Top 10 closest products to
Renaissance Cleansing Gel
(from Oskia):

0	
0	Renewing Rose Cleanser
1	Cashmere Cleanser
2	Moor Cream Cleanser
3	Perfect Canvas Jelly Oil Cleanser
4	Multi-Miracle Glow Cleansing Balm
5	Amazing Face Moringa Cleansing Balm
6	Lancôme Absolue Brightening Oil in Gel Cleanse...
7	Multi Miracle Glow Cleansing Balm
8	Nourishing Cleansing Balm
9	Deep Cleansing Mask

METHODOLOGY

- Web-scraping
- NLP
- T-SNE for clustering
- Visualisation with Bokeh
- Content-based recommender system with NLTK

THANKS!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.

