



# EBAY PERFUME SALES DASHBOARD ANALYSIS

**Overview:** The dashboard provides an insightful analysis of eBay's perfume sales, highlighting key metrics such as the total number of items sold, brand performance, and the distribution of sales across different locations.



Total Sum of Sold Items

1.25M



Total No of Unsold Items

22



Total Count of Brand

466



Count of common brand

91

Top Five Sold Women and Men Brands:

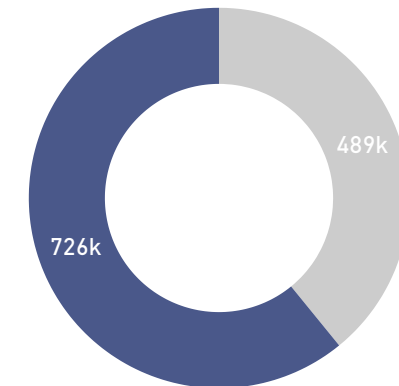
Female

| Brand                 | Total Sold |
|-----------------------|------------|
| Calvin Klein          | 17,854     |
| Vera Wang             | 15,897     |
| Gloria Vanderbilt     | 10,268     |
| Elizabeth Taylor      | 10,259     |
| Giorgio Beverly Hills | 7,773      |

Male

| Brand        | Total Sold |
|--------------|------------|
| Calvin Klein | 54,052     |
| Davidoff     | 40,130     |
| Versace      | 31,718     |
| Azzaro       | 30,655     |
| 2nd To None  | 18,882     |

Total Sold for Female and Male Perfume:



Men Women



♀ EBAY WOMEN'S PERFUME ANALYSIS

Average Price  
\$40

No of Brand  
238

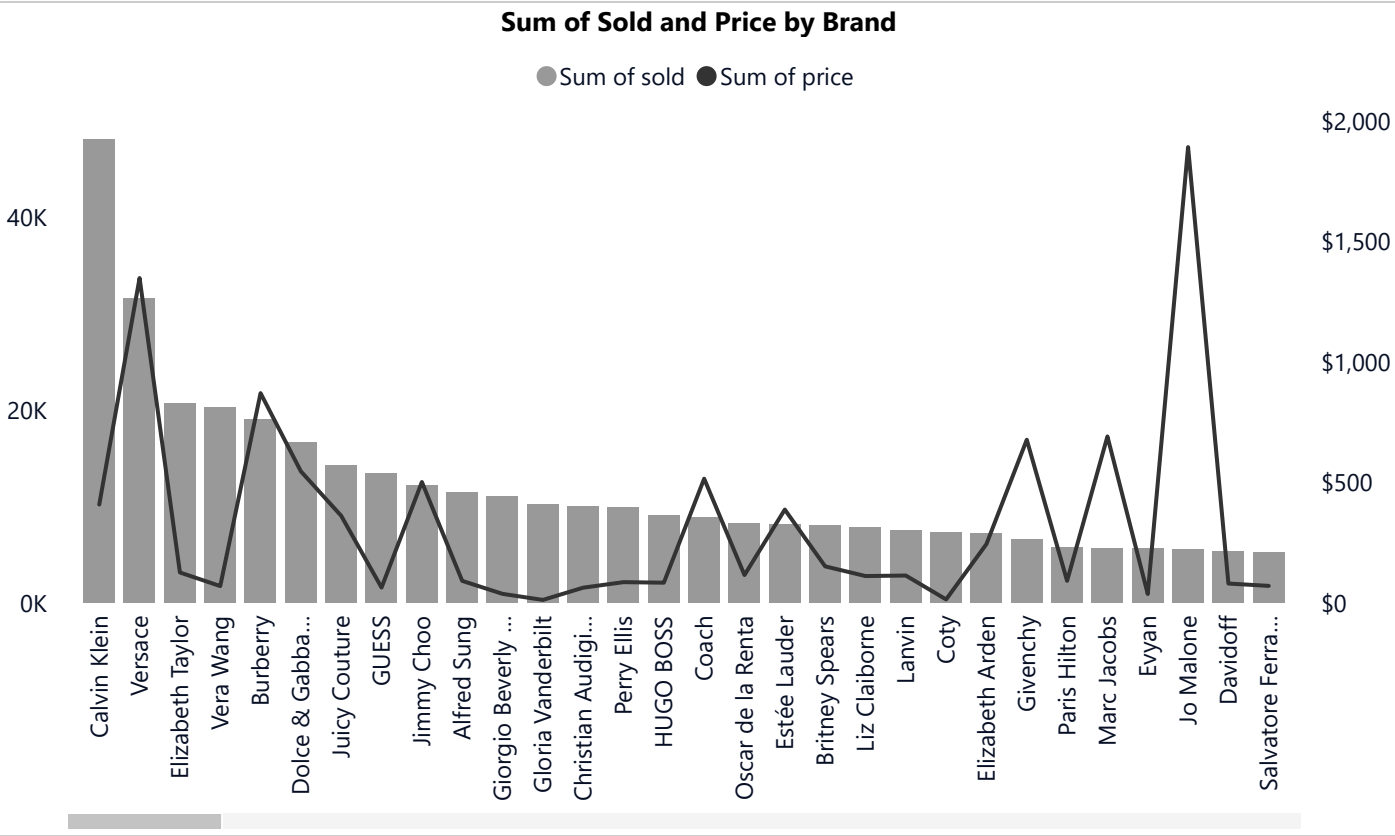
No of Unsold  
16

Sum of Sold  
489K

Count of Sold by Location

|            |     |
|------------|-----|
| Dallas     | 141 |
| Hackensack | 85  |
| Brooklyn   | 35  |
| Miami      | 32  |
| New York   | 32  |
| Edison     | 26  |
| Detroit    | 25  |
| Houston    | 24  |
| Las Vegas  | 23  |
| Warren     | 18  |

Sum of Sold and Price by Brand



Type Sum of Sold

|                        |         |
|------------------------|---------|
| Eau de Parfum          | 217,349 |
| Eau de Toilette        | 176,086 |
| Eau de Perfume         | 21,211  |
| Eau de Cologne         | 20,636  |
| Eau de Perfume         | 18,307  |
| Perfume                | 9,764   |
| Perfume, Eau de Parfum | 6,216   |
| Eau de Parfum, Spray   | 5,901   |



# EBAY MEN'S PERFUME ANALYSIS



Average Price  
**\$46**



No of Brand  
**228**

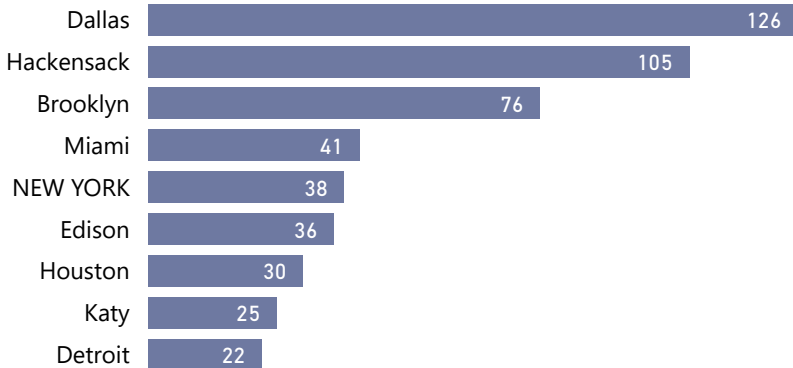


No of Unsold  
**6**

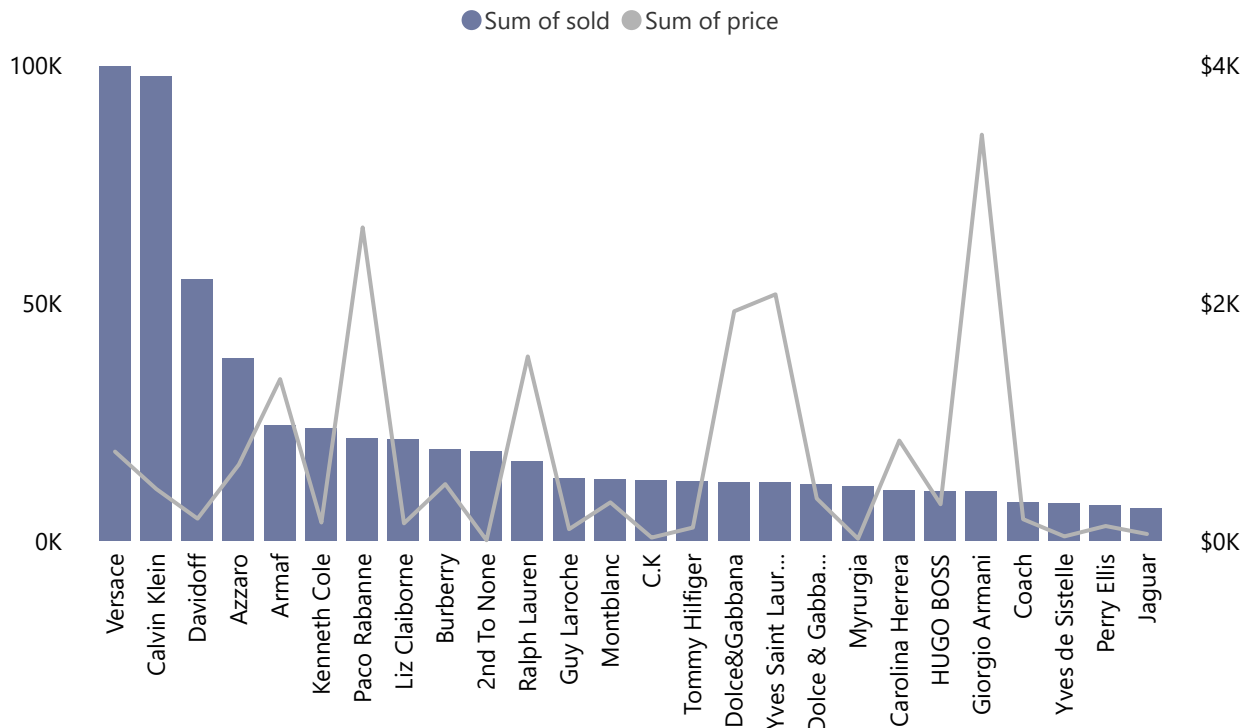


Sum of Sold  
**762K**

Count of Sold by Location



Sum of Sold and Price by Brand



Type

Sum of sold

|   |         |
|---|---------|
| Eau de Toilette   | 559,881 |
| Perfume   | 60,277  |
| Eau de Parfum   | 56,665  |
| Eau de Cologne  | 30,963  |
| Concentrated Uncut Pure BodEau de Parfum Oil                | 18,882  |
| Eau de Cologne SpraEau de Parfum, Cologne SpraEau de Parfum | 6,634   |
| Fine Cologne  | 4,934   |
| Eau de Perfume  | 4,610   |
| Eau de Toilette, Cologne SpraEau de Parfum                  | 3,823   |
| Eau de ParfumEau de Parfum Eau de Toilette                  | 3,009   |

## RECOMMENDATIONS

### Focus on Top Selling Brands

- Prioritize stocking up on the top selling women's brands like Calvin Klein, Vera Wang, and Elizabeth Taylor
- Ensure adequate inventory for top men's brands such as Versace, Calvin Klein, and Davidoff

### Optimize Pricing

- Analyse pricing for high-volume brands like Calvin Klein and Versace to ensure competitiveness and profitability
- Consider raising prices for low-volume, high-margin brands to maximize revenue

### Expand Popular Fragrance Types

- Increase offerings of popular women's fragrance types like Eau de Parfum and Eau de Toilette
- Boost inventory of top men's fragrance types such as Eau de Toilette and Perfume

### Improve Geographic Targeting

- Allocate more inventory to high-demand locations like Dallas, Hackensack, and Brooklyn for both women's and men's fragrances
- Explore expanding to new high-potential markets based on current sales trends

### Streamline Inventory Management

- Analyse slow-moving SKUs and consider consolidating or discontinuing them to free up capital
- Implement demand forecasting to optimize inventory levels and minimize excess stock

By focusing on these key areas, the eBay perfume business can drive growth, improve profitability, and enhance the customer experience.

