

# REPORT ON ANALYSIS

## Client Context



### BEARDO :

**Introduction:** Beardo, established in 2016, redefines men's grooming standards in India.

**Products:** Beardo offers a range of grooming products tailored for men, including beard oils, face washes, and hair serums.

**Market Entry:** Beardo rapidly gained market traction since its inception, meeting the growing demand for men's grooming essentials.

**Market Share:** Beardo holds a significant share in India's men's grooming segment, with a strong presence across online and offline channels.

**Financial Performance:** Beardo's consistent revenue growth and profitability highlight its market success and efficient operations.

**Profitability:** Despite competition, Beardo maintains robust profit margins, signaling sustained growth potential in the competitive grooming industry.

## **KAPIVA :**

**Introduction:** Kapiva, a wellness brand, emerged in India with a commitment to providing holistic health solutions.

**Products:** Kapiva offers a diverse range of wellness products, including herbal supplements, juices, and wellness teas, formulated to promote overall health and well-being.

**Market Entry:** Since its inception, Kapiva has swiftly gained traction in the Indian wellness market, resonating with health-conscious consumers seeking natural and effective solutions.

**Market Share:** Kapiva has established a notable presence in India's wellness industry, leveraging its wide product portfolio and strategic distribution channels to capture a significant market share.

**Financial Performance:** Kapiva demonstrates consistent revenue growth and financial stability, reflecting its strong brand positioning and consumer trust.

**Profitability:** Despite market competition, Kapiva maintains healthy profit margins, underscoring its effective business strategies and potential for further expansion in the thriving wellness sector.

## **ASSUMPTION FOR HYPOTHESIS:**

### **Brand Loyalty:**

**Assumption:** Customers who purchase products from Beardo or Kapiva are likely to exhibit brand loyalty, resulting in repeat purchases of the same brand's products.

**Hypothesis:** Customers who have previously bought Beardo or Kapiva products are more inclined to avail discounts on subsequent purchases from the same brand.

### **Product Preference by Gender:**

**Assumption:** Certain products offered by Beardo and Kapiva may appeal more to a specific gender due to their nature or marketing approach.

**Hypothesis:** There may be a difference in the selling frequency of Beardo and Kapiva products based on the gender of the customers, with certain products being more popular among males or females.

### **Effect of Discounts on Sales:**

**Assumption:** Discounts influence purchasing behavior, encouraging customers to buy products they might not have purchased otherwise.

Hypothesis: Products offered by Beardo and Kapiva with higher discounts witness increased selling frequency compared to those with lower discounts.

### Price Sensitivity:

Assumption: Customers are sensitive to price variations, especially in the wellness and grooming product categories.

Hypothesis: Products offered by Beardo and Kapiva at lower prices experience higher selling frequency, indicating price sensitivity among customers.

### Product Type Preferences:

Assumption: Different product types offered by Beardo and Kapiva cater to distinct consumer needs and preferences.

Hypothesis: The selling frequency varies across different product types within Beardo and Kapiva's product portfolios, reflecting varying consumer preferences.

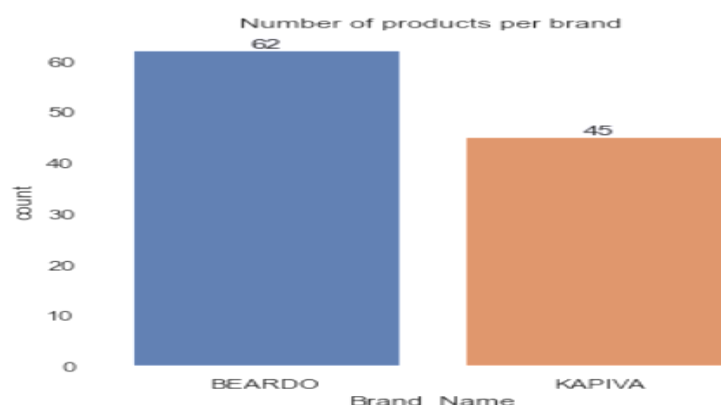
### Seasonal Trends:

Assumption: Sales of wellness and grooming products may be influenced by seasonal factors, such as weather changes or festive seasons.

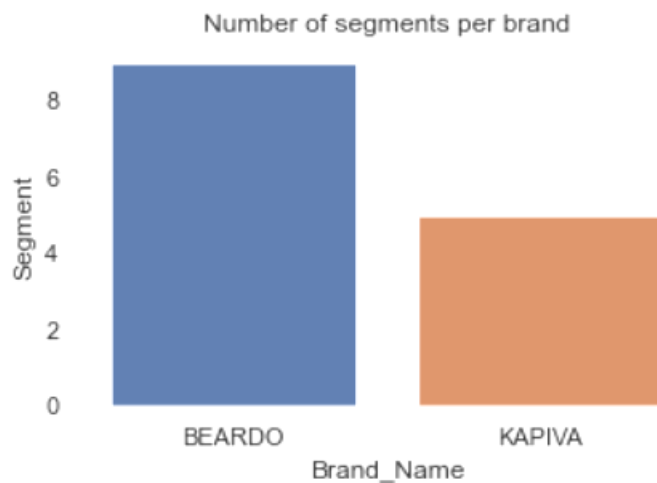
Hypothesis: Selling frequency of certain Beardo and Kapiva products may exhibit fluctuations based on seasonal trends, with increased demand during specific periods.

## INSIGHTS:

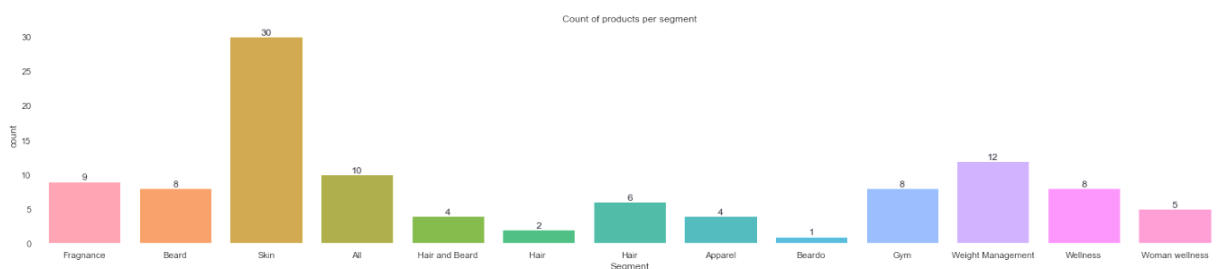
1. The comparison between Beardo and Kapiva reveals distinct product offerings, as illustrated by a graph. Beardo boasts a broader spectrum with 62 products, while Kapiva presents a slightly narrower range with 45 products. This visual representation underscores the differing scales of product diversity between the two brands.



- Visualized in a graph, Beardo's product range spans across 9 distinct segments, showcasing its expansive variety. In contrast, Kapiva's offerings are focused within 5 segments, reflecting a more concentrated product line. This graphical representation highlights the differing segmentation strategies employed by the two brands.

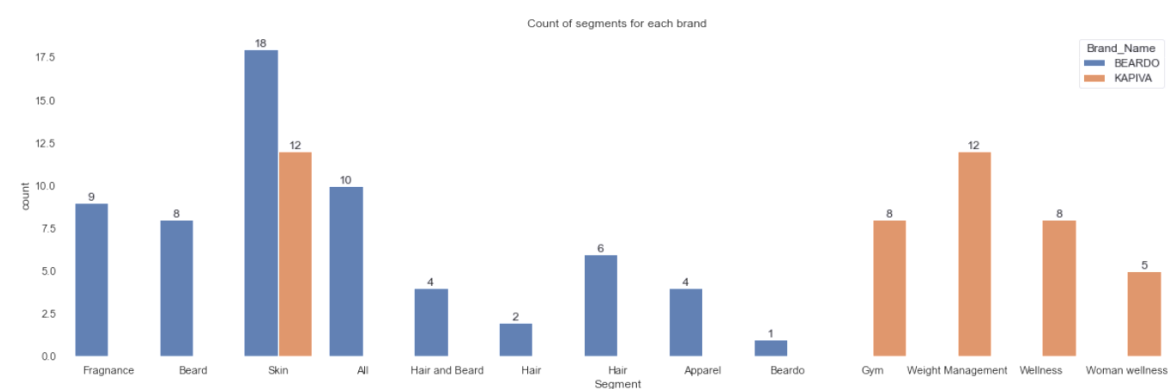


- The graphical representation demonstrates a shared emphasis on the skincare segment by both Beardo and Kapiva. This collective focus on skincare emerges as the dominant theme across their product lines, indicating its significance within their respective brand strategies.

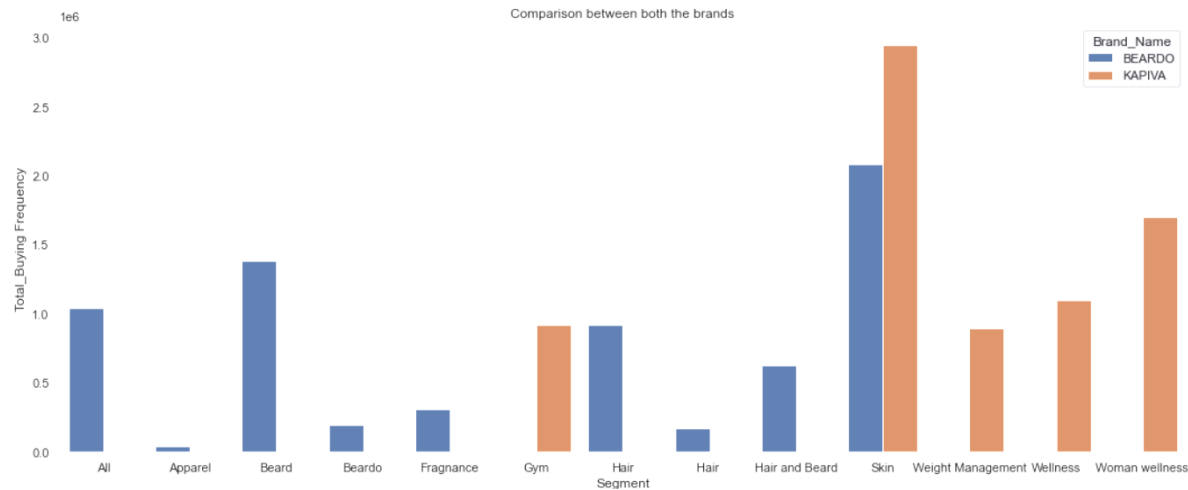


- From the visual data, it's evident that both Beardo and Kapiva prioritize the skincare segment, with Beardo also showing a notable focus on fragrance products. In contrast, Kapiva demonstrates expertise in weight management

targeted offerings. This graphical analysis highlights the diverse areas of specialization within each brand's product portfolio.

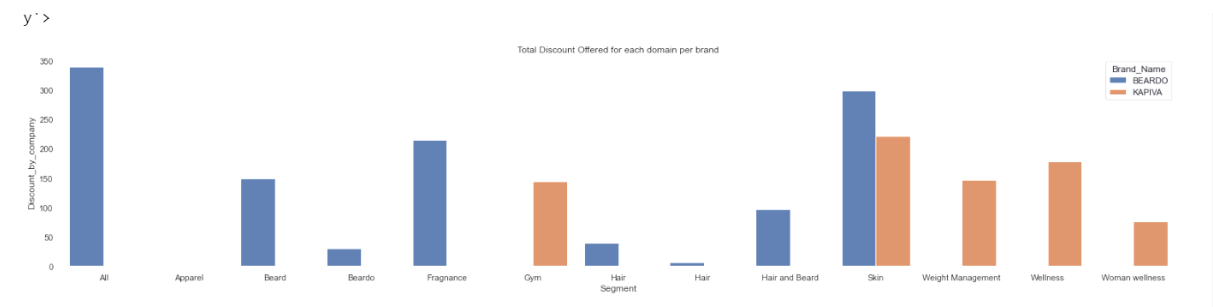


5. The graphical representation confirms that the skincare segment is the top-selling category for both Beardo and Kapiva. Upon closer examination, it becomes apparent that Beardo's sales are heavily driven by beard-oriented products, while Kapiva excels in selling woman wellness products. This insight underscores the unique strengths and market positioning of each brand within their respective segments.



6. The graph illustrates that the skincare segment received the highest discounts from both Beardo and Kapiva. However, Beardo offered significant discounts on combo segments, while Kapiva focused on providing discounts on wellness

products. This observation highlights the distinct discounting strategies employed by each brand to attract customers within their targeted segments.



## SUMMARY:

Beardo offers a total of 62 products across 9 different segments, with a focus on skin and fragrance products. They also have a significant number of products tailored for beard care. Kapiva, on the other hand, offers 45 products across 5 segments, with a notable focus on skin and wellness products, particularly those targeted at women. They also specialize in weight management products. Both brands prioritize the skin segment, which seems to be their most successful category in terms of sales. Beardo heavily discounts combo segments, while Kapiva offers discounts on wellness segments, indicating their respective marketing strategies.

## ANSWER TO HYPOTHESIS:

1. Customers who have previously bought Beardo or Kapiva products are more inclined to avail discounts on subsequent purchases from the same brand. We did notice buying frequency of 2lakh to 4lakh on certain segments.
2. There is a difference in the selling frequency of Beardo and Kapiva products based on the gender of the customers, with certain products being more popular among males or females.
3. Products offered by Beardo and Kapiva with higher discounts did not ensure increased selling frequency compared to those with lower discounts. We could easily capitalize on these segments to extend our offers availability in the social media market.
4. The selling frequency varies across different product types within Beardo and Kapiva's product portfolios, reflecting varying consumer preferences.
5. Selling frequency of certain Beardo and Kapiva products may exhibit fluctuations based on seasonal trends, with increased demand during specific periods as there were products which were specially made for summer and winters as well as wellness programs also.

## Suggestions

1. Our analysis reveals that while Beardo's heavy discounts on combo products didn't translate to top sales, Kapiva's discounts on wellness products didn't significantly boost sales either. Leveraging the Ask Me Offers extension, we propose targeted solutions to enhance customer engagement and drive sales.
2. Firstly, by highlighting the extension's ability to unlock additional discounts, particularly in priority segments like skincare and wellness, we can incentivize users to utilize it for cost-effective purchases. Customized notifications tailored to users' visits to Beardo and Kapiva sites will ensure they are promptly informed of available discounts through the extension.
3. Educational content, such as blog posts or videos, will further elucidate how the extension facilitates savings, fostering user trust and loyalty. Through strategic social media promotion, we aim to disseminate updates on exclusive discounts and promotions, encouraging users to follow Ask Me Offers for access to enticing deals.
4. Collaborative partnership initiatives with Beardo and Kapiva will reinforce the extension's value proposition, offering exclusive discounts or incentives for its installation. Notably, we propose targeted discounts on less-sold products like rings, t-shirts, and jackets to stimulate demand and diversify product engagement.
5. Ultimately, by ensuring Ask Me Offers provides competitive discounts on both high-value and less-sold products, we can effectively demonstrate its utility in facilitating affordable and value-driven purchases across Beardo and Kapiva's product portfolios.

## Dashboard

