

Beauty & Cosmetics Sales Performance and Consumer Insights

● ● Strategic Business Intelligence Report ● ●

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Beauty & Cosmetics Sales Performance and Analytics Dashboard

Welcome to the Beauty & Cosmetics Sales Performance and Analytics Dashboard!

This interactive **Business Intelligence Dashboard** provides an in-depth analysis of **beauty and cosmetics sales performance** for January 2025. Designed for **data-driven decision-making**, this dashboard explores **customer insights, revenue trends, product performance, pricing strategies, inventory levels, and supplier contributions**—all critical factors in optimizing business operations.

While this analysis is based on **simulated data**, it reflects real-world business scenarios commonly analyzed in the beauty and cosmetics industry.

Key Features

- Customer Insights:** Explore regional customer distribution by type and revenue contributions.
- Revenue Analysis:** Identify daily sales patterns and trends over time.
- Product Insights:** Determine top-selling products and their revenue impact.
- Pricing Trends:** Analyze price segmentation across product categories.
- Inventory Overview:** Highlight stock levels to streamline supply chain management.
- Supplier Contributions:** Analyze supplier performance and contributions to product availability.

Tools & Methodologies Used

- ✓ **Power BI** – Data visualization & interactive dashboard creation.
- ✓ **SQL** – Data modeling, querying, and structuring for analysis.
- ✓ **Excel** – Data cleaning, transformation, and Pivot Table insights.
- ✓ **ETL Process** – Extracting, Transforming, and Loading data for analytics.
- ✓ **Data Modeling & Relationships** – Establishing table links for seamless cross-analysis.

Dataset Information

Dataset Details

- This dashboard was created using **simulated sales data** reflecting orders, revenue, and customer behavior for **January 2025**.
- Data has been structured to align with real-world industry reporting and **business intelligence best practices**. Brands are **real brands** available on the market.

How to Navigate This Dashboard

1. Explore Different Analysis Views

Navigate through different tabs to view key insights, including **Customer Data, Sales Performance, Pricing, Inventory, and Product Analytics**.

2. Use Interactive Filters & Slicers

Customize your view by filtering data based on:

- **Region, Product Category, Brand, or Price Segmentation.**

-- Slicers are conveniently placed for ease of use.

Example: Filter by **region, brand, or product category** to tailor the view to your needs.

Slicers are located on the **right-hand side** of each page for easy access.

3. Hover for Additional Details

- Hover over charts and visuals to view tooltips with additional details about data points.

4. Reset Filters Anytime

- Use the **reset function** (or manually clear selections) to return to the default dashboard view.

5. Interactive Visuals

- Hover over charts and visuals to view tooltips with additional details about data points.

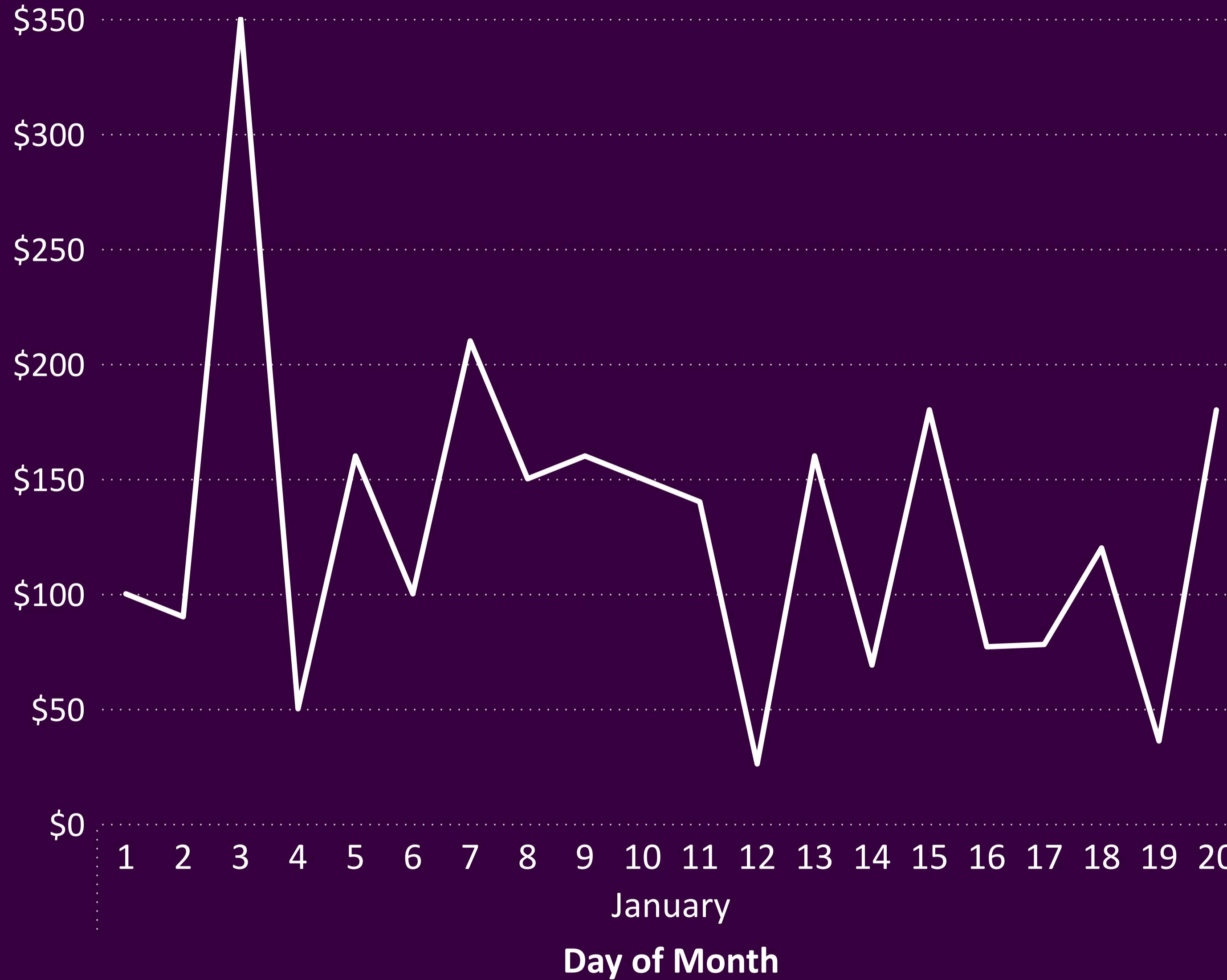
6. Insights & Recommendations Section:

- Each tab includes a dedicated "**Insights**" section summarizing key findings for quick reference.

This dashboard is designed to **empower data-driven decision-making** by leveraging **business intelligence techniques and analytical storytelling**. Whether you're a **business owner, analyst, or executive**, these insights provide **actionable recommendations** to optimize performance, increase revenue, and improve customer engagement.

Daily Revenue January 2025

(\\$) Revenue



Day of Month

Peak Revenue (\$)

Highest Revenue Day: January 3rd (\$349.93)

Month	Day	Daily Revenue (\$)
January	1	\$99.95
January	2	\$89.97
January	3	\$349.93
January	4	\$49.98
January	5	\$159.9
January	6	\$99.95
January	7	\$209.93
January	8	\$149.97
January	9	\$159.9
January	10	\$149.94
January	11	\$139.96
January	12	\$25.98
January	13	\$159.92
January	14	\$68.97
January	15	\$179.95
January	16	\$76.93
January	17	\$77.94
January	18	\$119.92
January	19	\$35.98
Total		\$2,584.88

Cosmetics Sales Revenue (\$) by Region

Region

West



South

\$657.68

Mid West

\$472.8

East

\$189.92

\$0 \$200 \$400 \$600 \$800 \$1,000 \$1,200 \$1,400

Total Revenue (\$)

Revenue Table

Region

Sum of Total Order Value

East

\$189.92

Mid West

\$472.8

Total

\$2,584.88

Region

East

Mid West

South

West

Insights

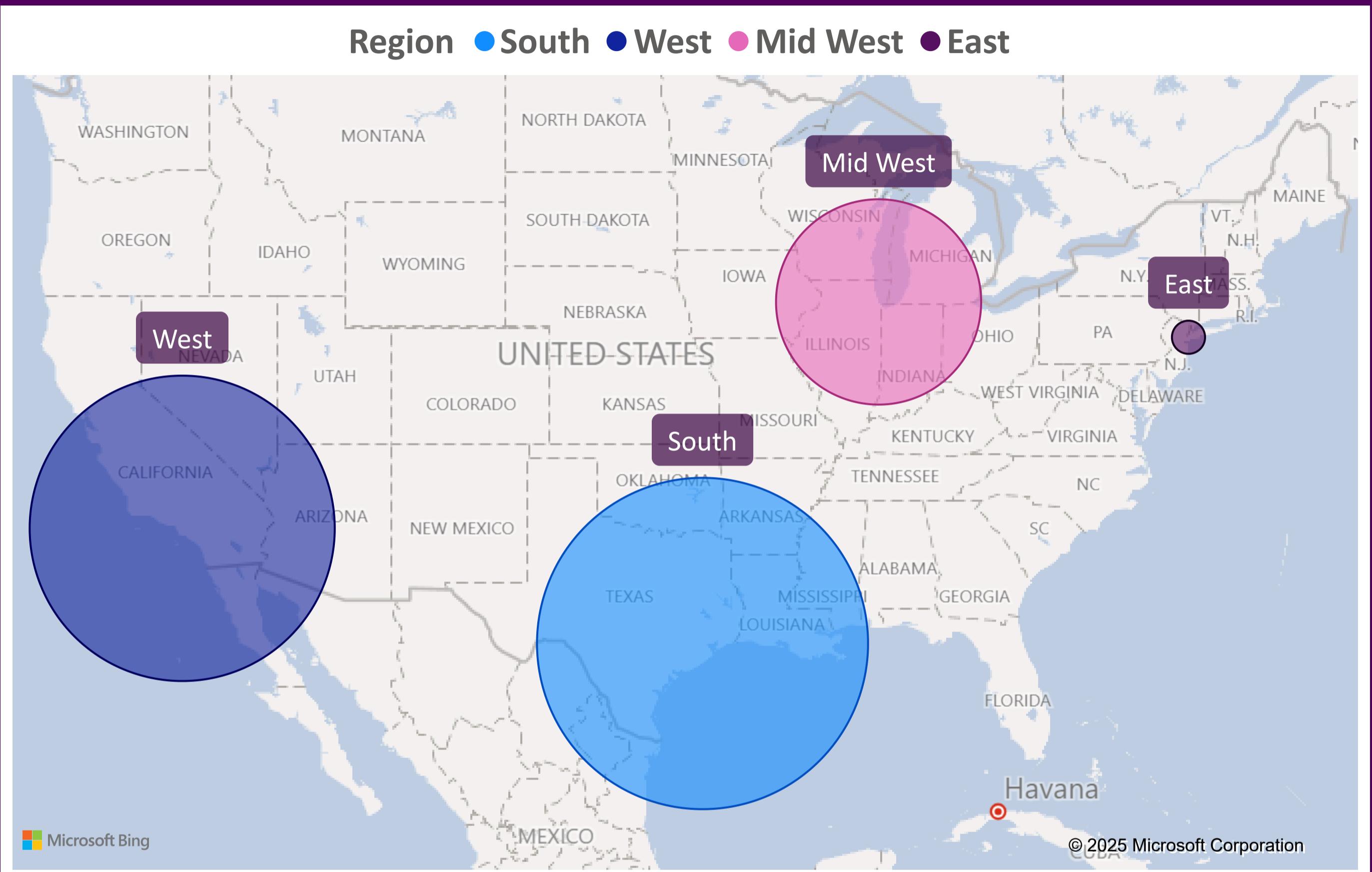
The **West** Region has the **highest Total Revenue** of **\$1264**

The **East** Region has the **lowest Total Revenue** of **\$190**

Recommendations

Targeted efforts should focus on attracting **new customers** to increase sales revenue in the **East** region and **mid west** regions.

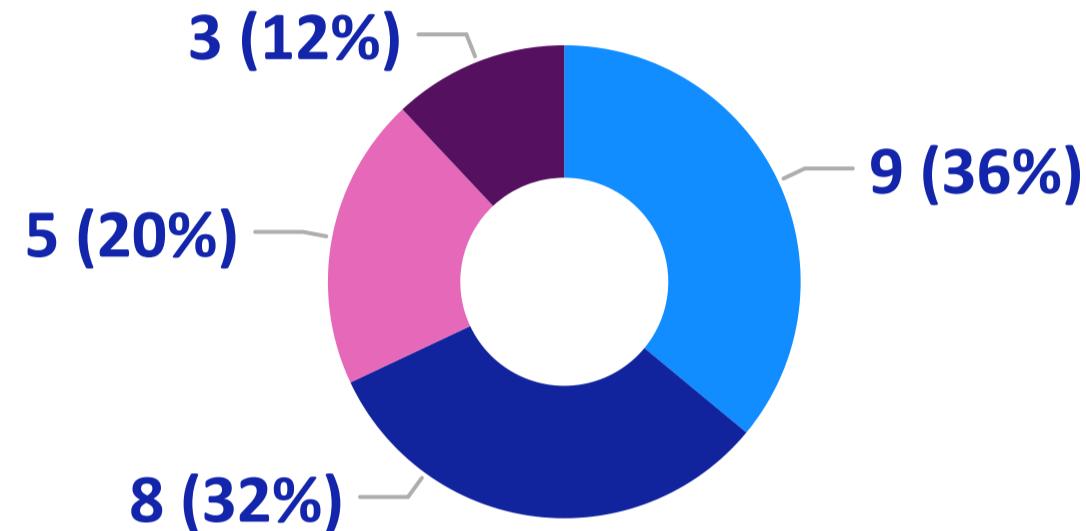
Customer Volume & Distribution by Region



First Name	Last Name	Region
Ethan	Anderson	South
Ulta	Beauty	Mid West
David	Brown	West
Target	Corporation	Mid West

Region
East
Mid West
South
West

% of Customer Volume by Region



Region
South
West
Mid West
East

Region	Customer Type	Sum of Total Order Value
East	B2C	\$189.92
Mid West	B2B	\$165.94
Mid West	B2C	\$306.86
Total		\$2,584.88

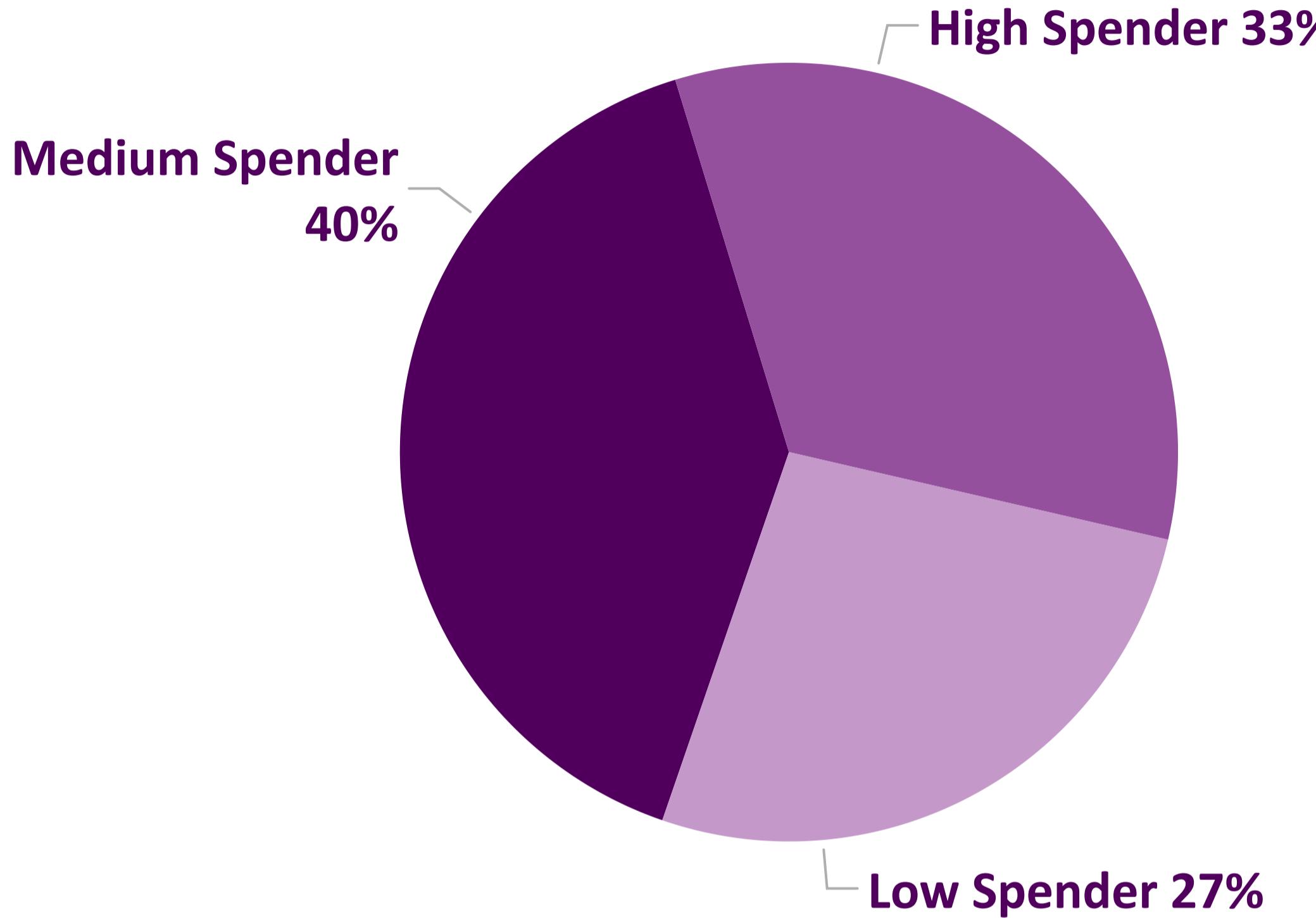
Customer Insights:

East has the lowest customer count (3 customers, 12%) and no **B2B customers**, indicating an opportunity to expand partnerships. Assess barriers preventing customer acquisition (e.g., limited retail availability, lack of brand awareness, or regional preferences).

Leverage Strong Presence in the South: The South leads in customer base (**9 customers, 36%**), suggesting a strong market presence. **Customer loyalty programs** or retention strategies could be explored. Consider **upselling** and **cross-selling strategies** to increase purchase frequency.

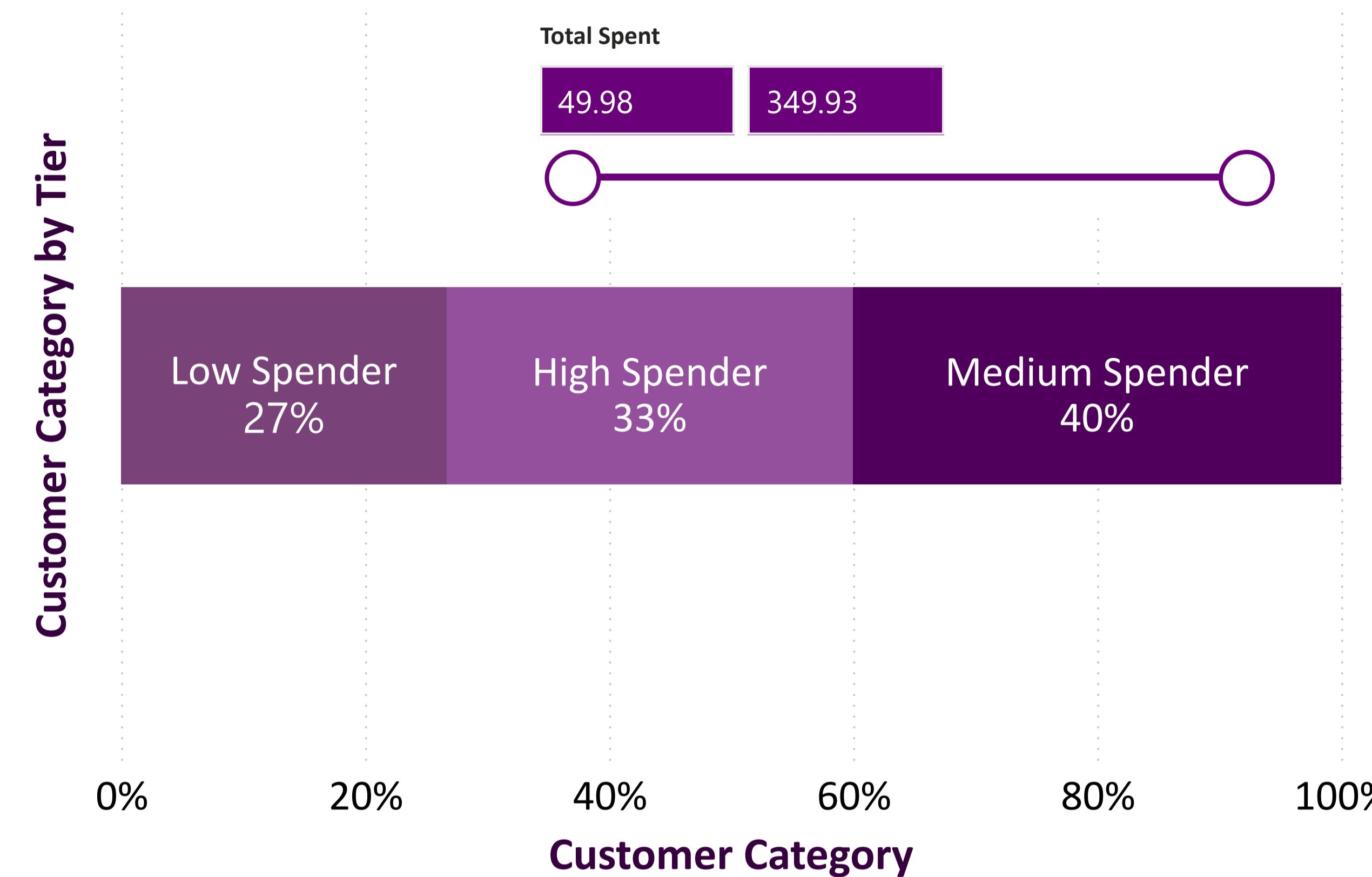
Customer Segmentation by Spending Behavior

Customer Categ... ● Medium Spender ● High Spender ● Low Spender



Customer Spend Distribution Across Tiers

Customer Catego... ● High Spender ● Low Spender ● Medium Spender



Insights

High spenders drive the majority of **revenue** and are ideal candidates for **loyalty programs**.

Medium and low spenders represent opportunities for **targeted marketing strategies** to increase conversion and retention.

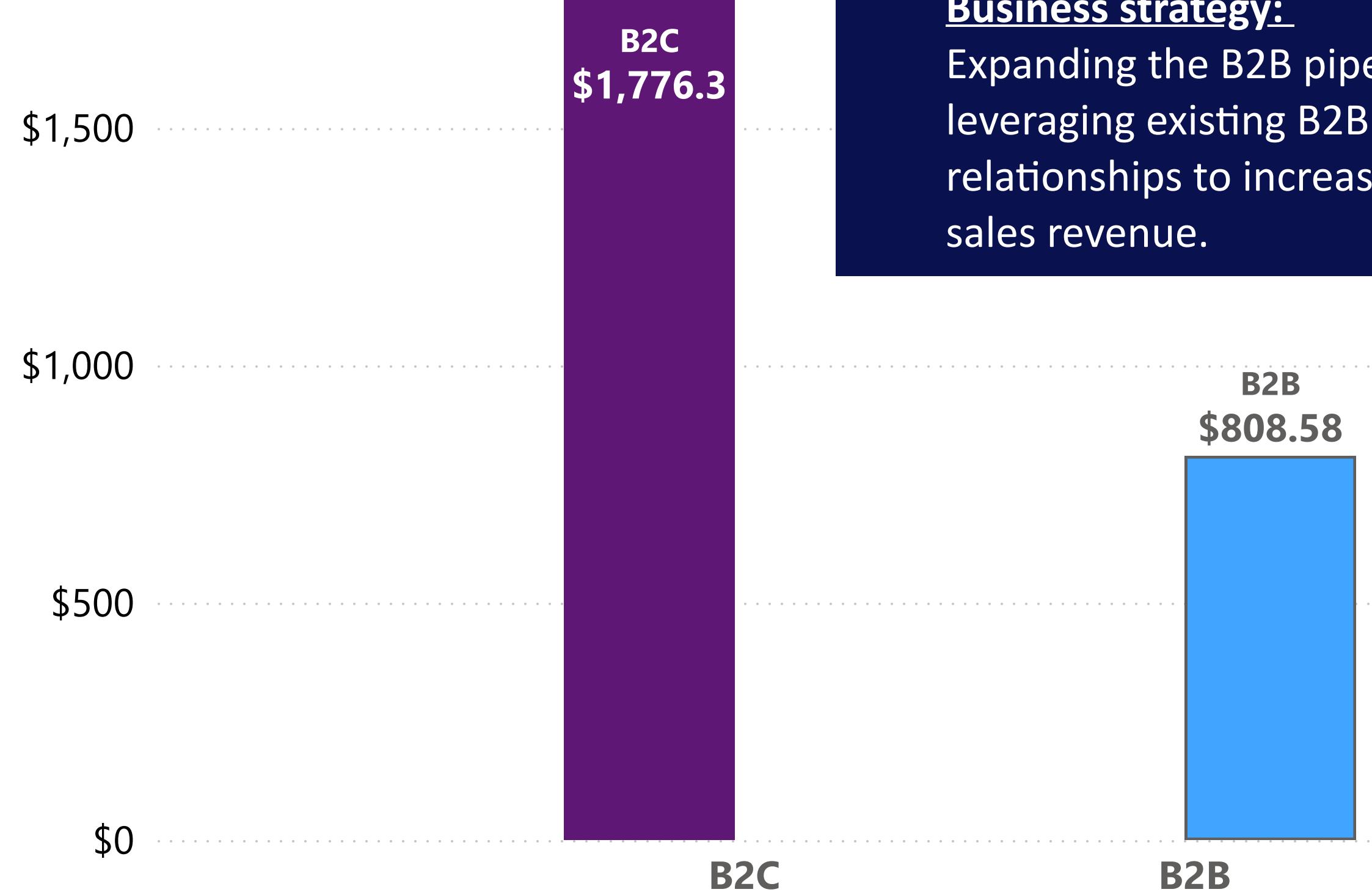
Recommendation:

Medium spenders can be **nurtured into high spenders through exclusive promotions and loyalty incentives**, while low spenders may benefit from engagement-driven offers to boost spending frequency.

B2B vs. B2C Revenue Breakdown & Insights

Customer Type ● B2C ● B2B

Sum of Total Order Value



Business strategy:

Expanding the B2B pipeline and leveraging existing B2B customer relationships to increase orders and sales revenue.

Insights

The **Business-to-Customer** segment is driving **68.7%** of total order revenue at **\$1776** while the **Business -to Business** segment comprises **31.2%** of total order revenue at **\$808.5**.

Target, Sephora, Walmart, and Ulta placed two orders each and **Nordstrom** ordered one time in January 2025.

Customer Name	%GT Sum of Total Order Value	Sum of Total Order Value
Emily Williams	1.93%	\$49.98
Jane Smith	3.48%	\$89.97
John Doe	3.87%	\$99.95
Olivia Davis	3.87%	\$99.95
Total	100.00%	\$2,584.88

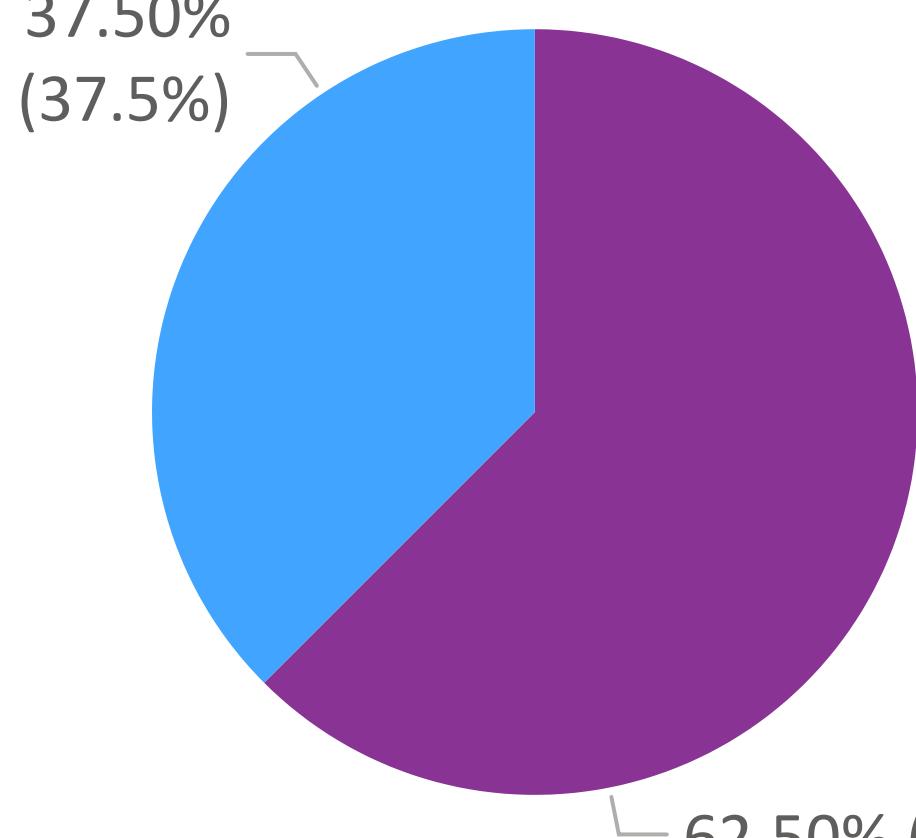
Customer Type

- B2B
- B2C

Region

- East
- Mid West

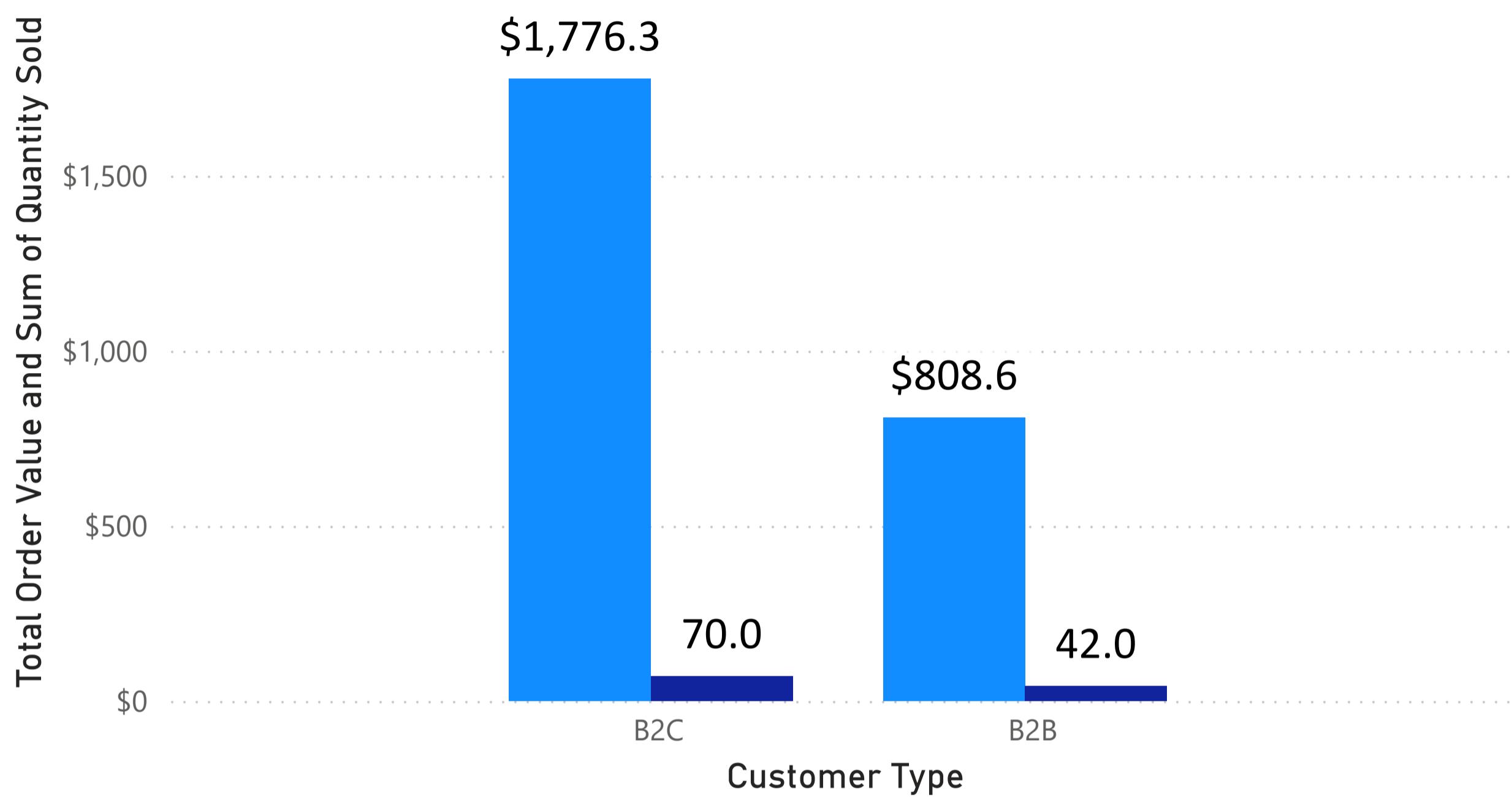
Percentage of Sales by Customer Type



- B2C
- B2B

Sales Distribution & Order Volume by Customer Type

Total Order Value Sum of Quantity Sold



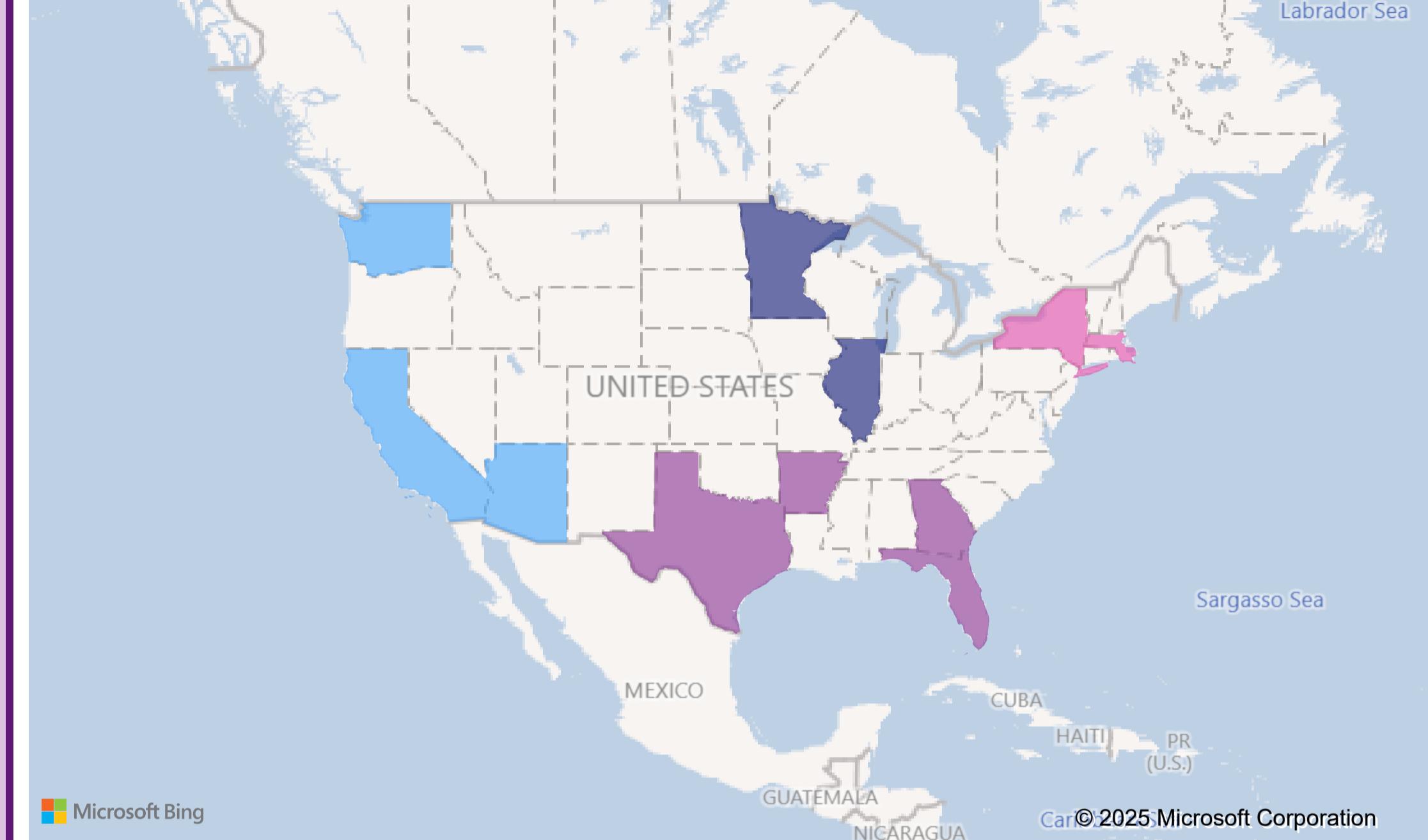
Customer Type

- B2B
- B2C

Customer Name	Customer Type	Sum of Total Order Value
Emily Williams	B2C	\$49.98
Jane Smith	B2C	\$89.97
John Doe	B2C	\$99.95
Total		\$2,584.88

Geographical Sales & Order Trends

Region ● East ● Mid West ● South ● West



Region

- East
- Mid West
- South
- West

Region	Sum of Total Order Value
East	\$189.92
Mid	\$472.8
West	\$657.68
South	\$1,264.48
Total	\$2,584.88

Insights

Sales distribution and order volume are **highest** in the **West** and **South**, with **B2C** leading at **\$1,776** in revenue and **70** units sold.

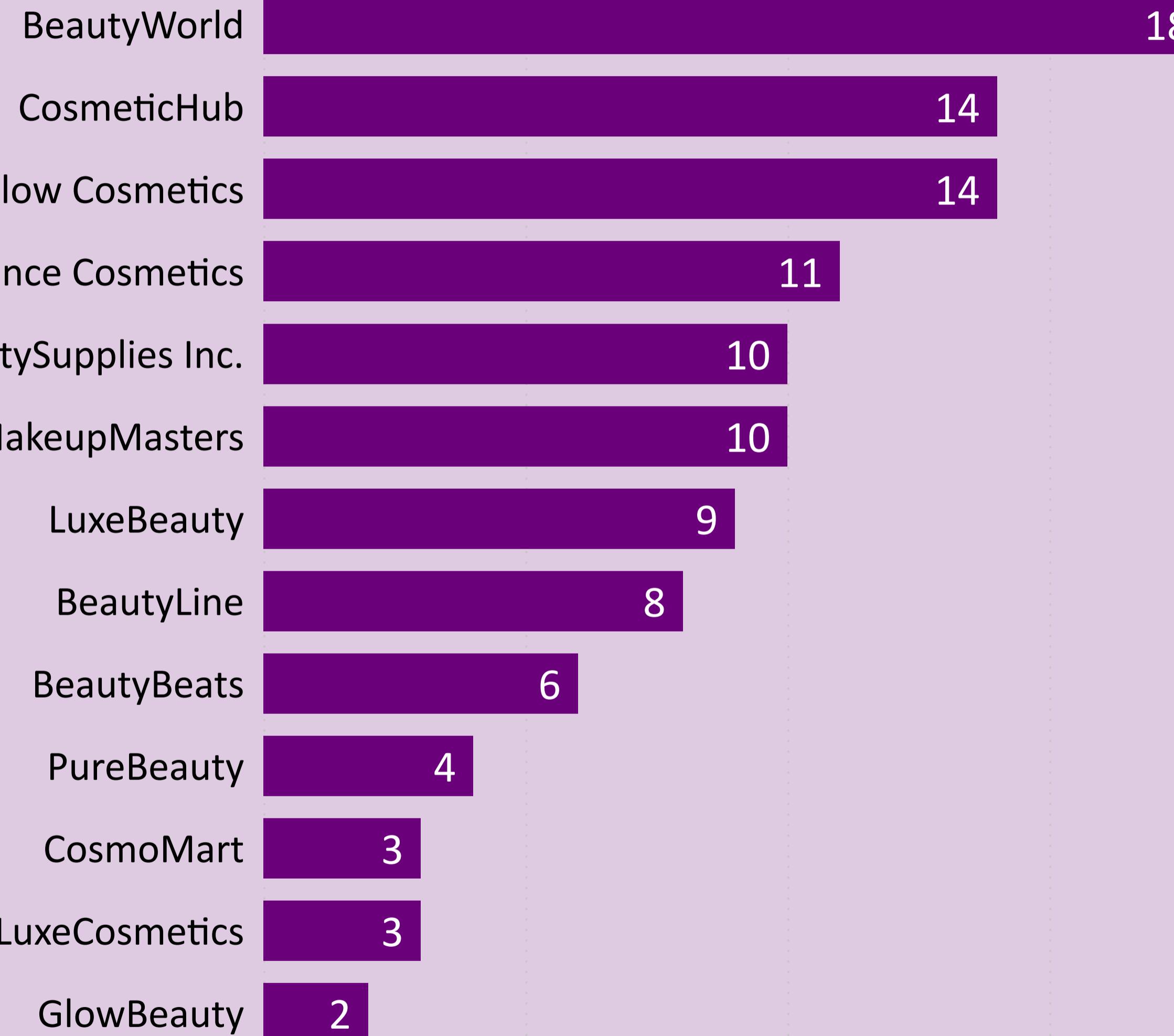
The **East region** lags behind in **customer count**, **order volume**, and **sales revenue** across both **B2C** and **B2B** segments.

Further **analysis** is needed to identify causes of the **East regions** underperformance and develop **targeted customer acquisition strategies**.

Supplier Performance: Total Products & Orders

Visualizing Supplier Contributions to Inventory

Supplier Name



Total Products Supplied

Key Insights on Supplier Performance

Top Supplier:

Beauty World leads as the **top supplier**, contributing **18 products** across two orders.

Together, **Beauty World**, **Cosmetic Hub**, and **Glow Cosmetics** supply **46%** of total inventory, highlighting reliance on key suppliers.

Inventory dependency risk:

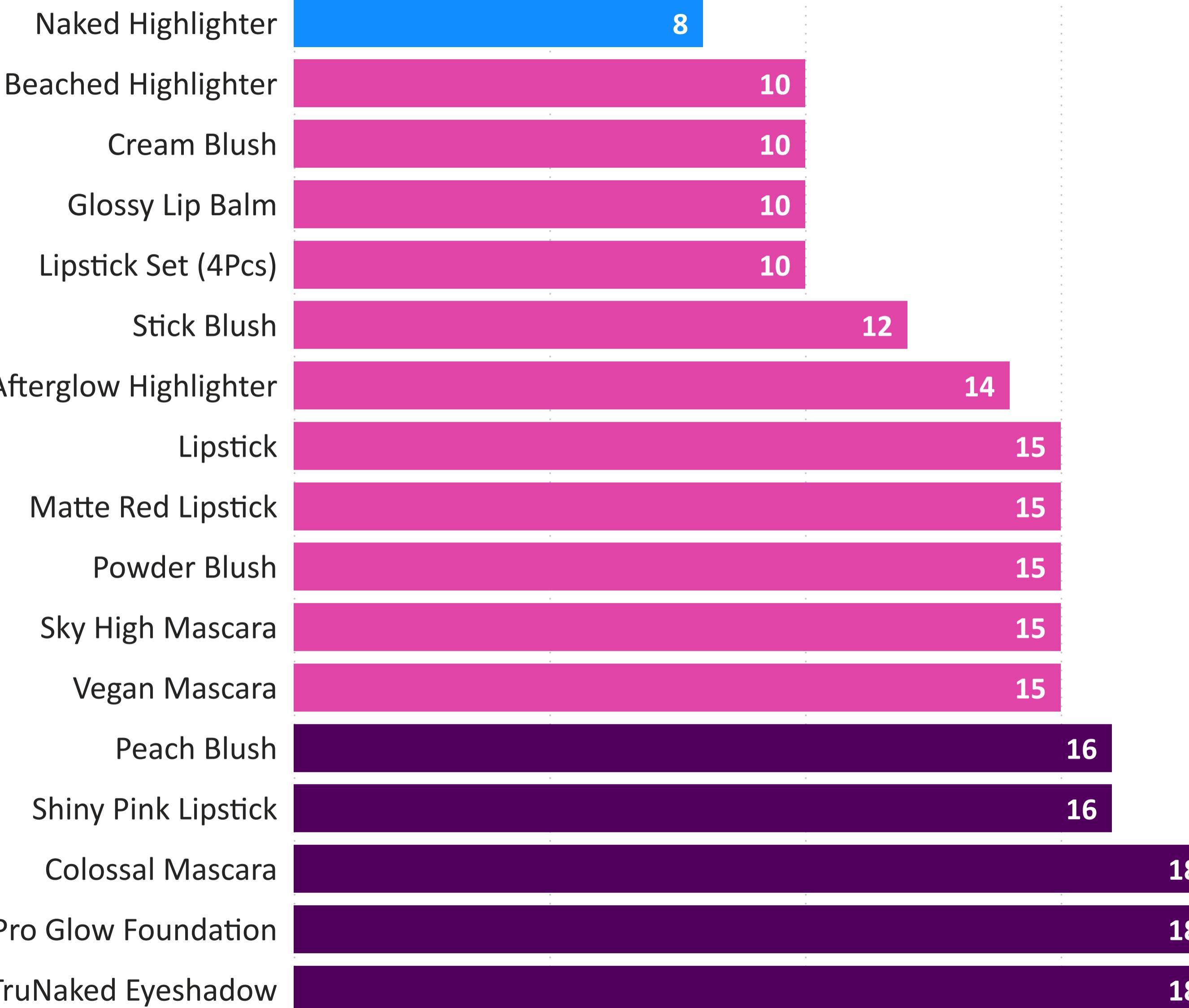
Any **disruption** to **Beauty World** or **Cosmetic Hub** could impact inventory stability.

Efficiency in bulk ordering:

Beauty World contributes the most products with only two orders, suggesting streamlined procurement.

Inventory Insights: Product Stock Levels

Product Name



Insights: Low Stock Products

4 products have stock levels below 10 units, requiring immediate restocking."

Low-stock products include:

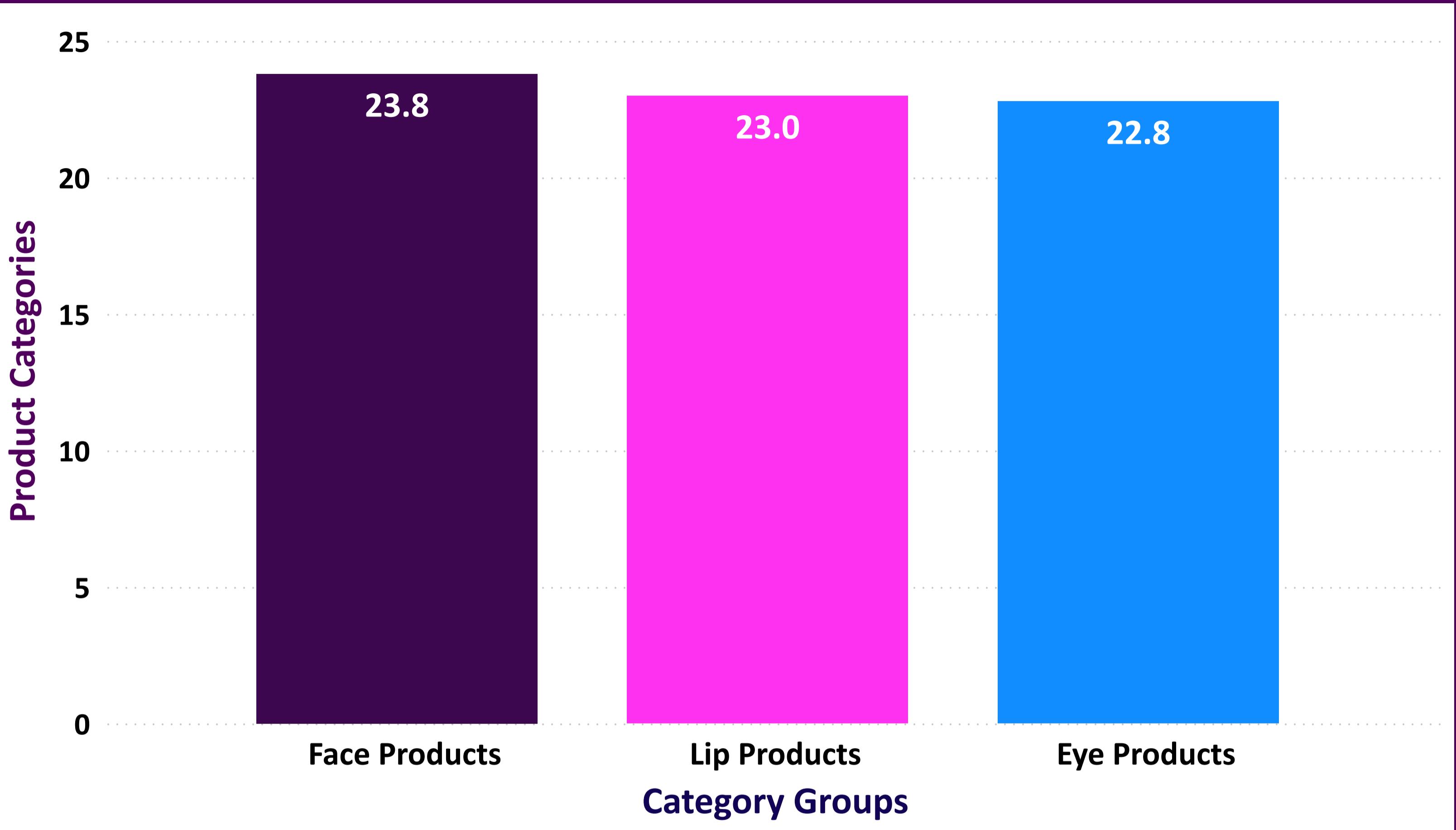
Urban Decay 'Naked Highlighter' (8)
Fenty 'Lipstick Set(4pcs)' (5)
Fenty 'Shiny Pink Lipstick' (8)
Fenty 'Peach Blush' (8)

Insights Summary

Top-stocked products include:

1. Colossal Mascara by Maybelline
2. Pro Glow Foundation by Loreal
3. TruNaked Eyeshadow by Urban Decay

Average Price by Category Groups



Average Price Insights

Face Products have the **highest average price** across categories totaling **\$23.79**. Lip Products are dominated by **Fenty Beauty**; the **only** brand offering lip products in this simulated dataset.

Select Brand

- Fenty Beauty
- Huda Beauty
- L'oreal
- Maybelline
- Tarte
- Too Faced
- Urban Decay

Category

- Blush
- Eyeshadow
- Foundation
- Lipstick
- Mascara
- Primer

Use **slicers** to filter by **Brand** and **Category**.

Click on a **product** in the **table** to refine the chart view.

Product Name

- Vegan Mascara
- True Match Foundation
- Sky High Mascara
- Chili Dip Brow Gel

Category Groups

- Eye Products
- Face Products
- Lip Products

Price Distribution by Product

Count of Product

8

6

4

2

0

41-50

31-40

21-30

11-20

Price Range

Price

10.99

49.99



Insights

Most Common Price Range

Most products fall in the **\$11-\$20** range, accounting for nearly half the products in the dataset.

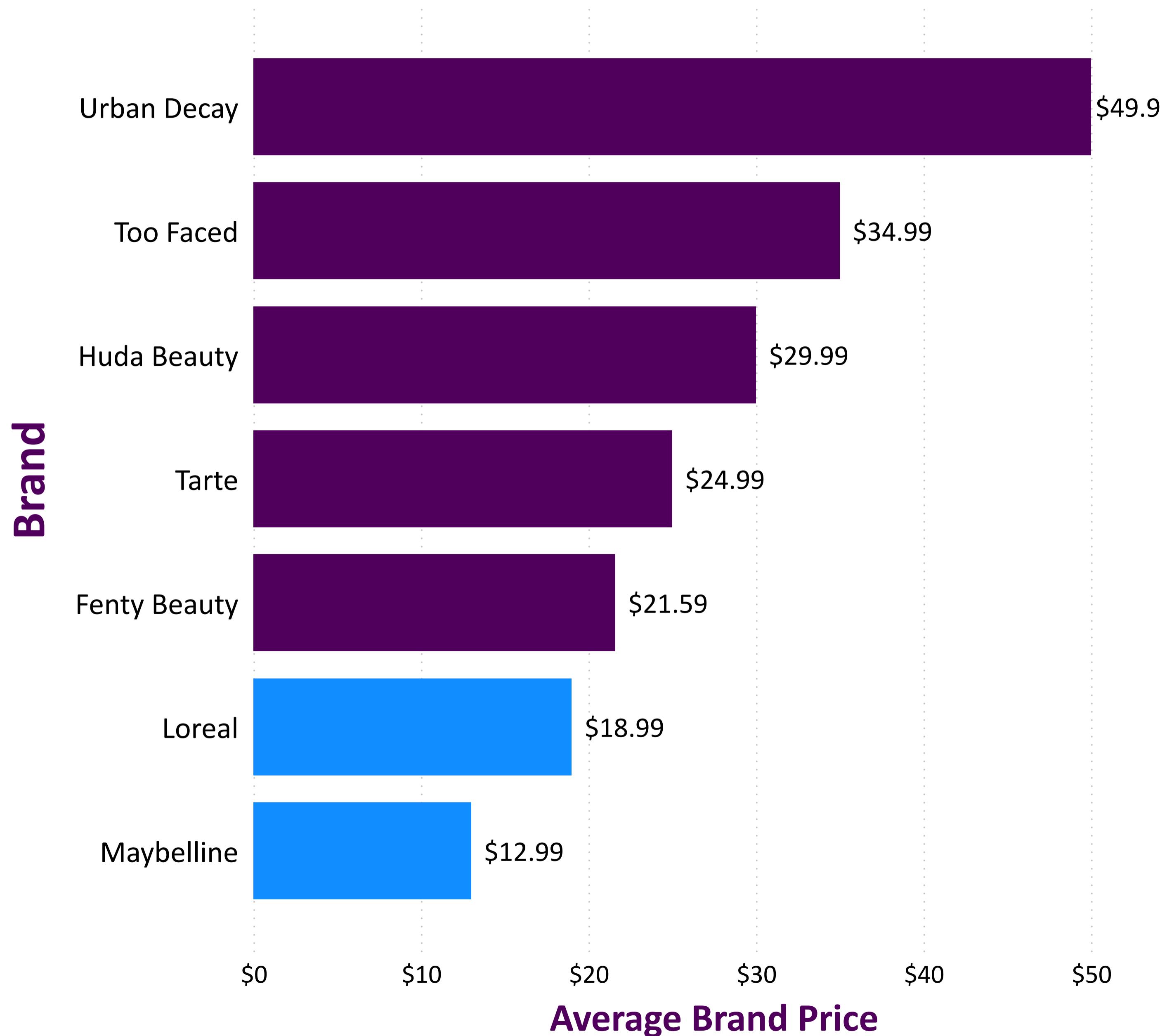
Trends

The **\$41-\$50** range has the **fewest** products, indicating limited high-end offerings.

Business Implications

With a majority of products priced **under \$30**, this aligns with a **mid-tier market strategy** focused on affordability.

Brand Price Comparison: Prestige vs. Drugstore



Brand

- Fenty Beauty
- Huda Beauty
- Loreal

Brand Category

- Drugstore
- Prestige

Insights

Top Performers:

Urban Decay has the highest average price at \$36.74, nearly double the price of the highest drugstore brand; Loreal at \$19.69.

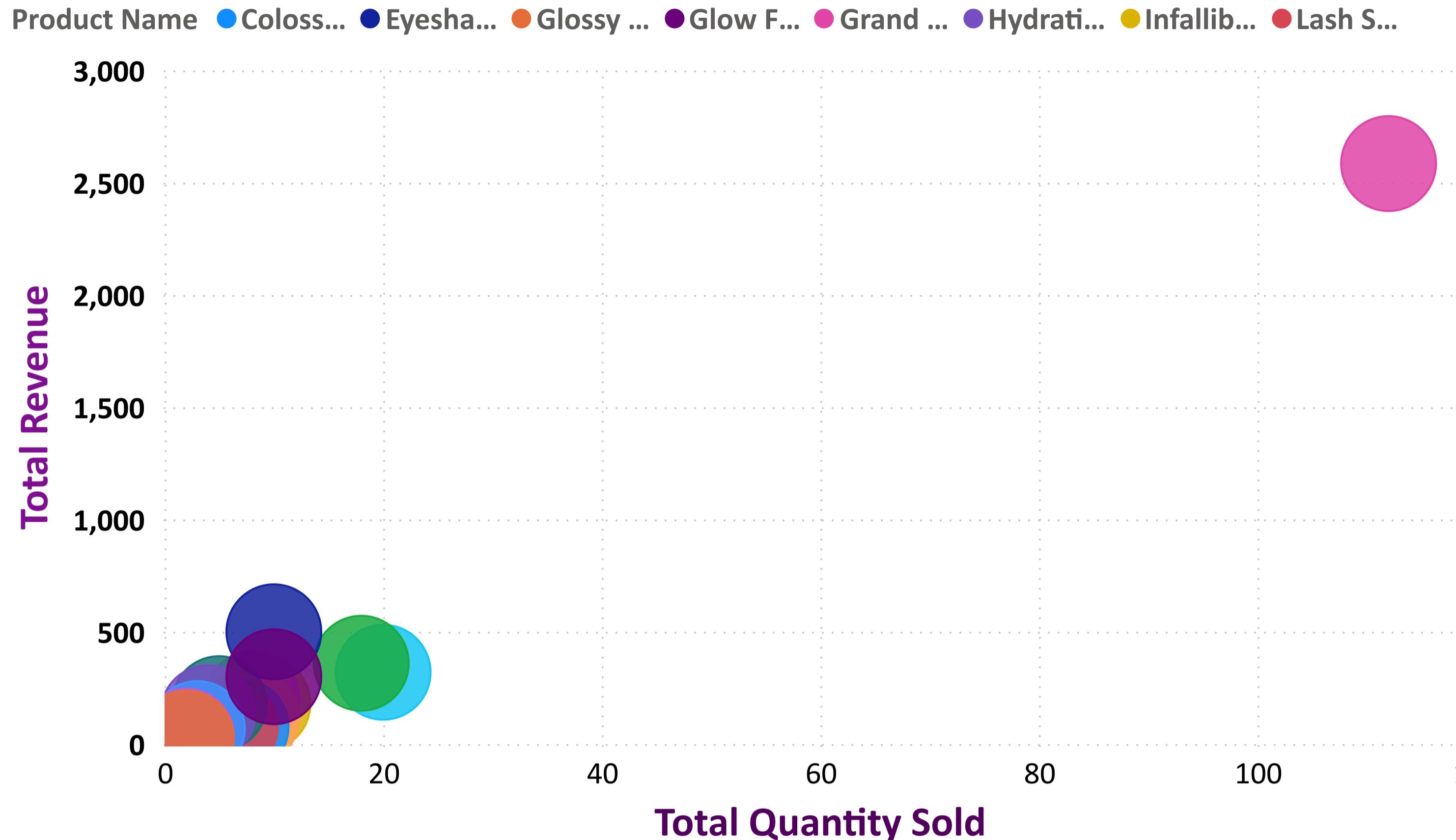
Price Trends Across Categories:

Prestige brands generally maintain a higher price point, with an average price of \$28.64, compared to \$13.27 for drugstore brands.

Individual Brand Comparison:

Urban Decay's price is ~4x higher than CoverGirl's \$9.82, demonstrating the significant gap between Prestige and drugstore pricing.

Total Revenue by Product & Total Quantity Sold



Insights

Products with higher total revenue tend to align with higher quantities sold, but a few outliers like **Urban Decay's Eyeshadow Palette** drive significant revenue with fewer sales accounting for 19 % of the overall **total revenue** for January 2025.

Select Product Name

Product Name
Colossal Mascara
Eyeshadow Palette
Glossy Lip Balm
Glow Foundation
Hydrating Primer
Infallible Foundation
Lash Sensational Mascara

Total Revenue by Product

Product Name	Total Revenue
Glossy Lip Balm	25.98
True Match Foundation	35.98
Shiny Pink Lipstick	68.97
Colossal Mascara	76.93
Lash Sensational Mascara	77.94

% of Total Revenue by Product

Percentage of Total Revenue	Total Revenue	Product Name
1%	25.98	Glossy Lip Balm
1%	35.98	True Match Foundation
3%	68.97	Shiny Pink Lipstick
3%	76.93	Colossal Mascara
3%	77.94	Lash Sensational Mascara
5%	119.92	Sky High Mascara
5%	139.96	Hydrating Primer
7%	179.91	Infallible Foundation
7%	179.95	Lipstick Set (4Pcs)
8%	199.92	Vegan Mascara
12%	299.90	Glow Foundation
12%	210.80	Beach Blush

Total Revenue by Product Name and Percentage of Total Revenue

Grand Total

Matte Red Lipstick

Peach Blush

14%

12%

Glow Foundation

Vegan M...

Lipstick ...

Infallible Found...

Sky High M...

Lash S...

Hydrating Primer

Colossal Mas...

Tru...

5%

3%

1%

Shiny Pink Li...

Glo...

Eyeshadow Palette

19%

Brand, Category Groups, Product Name

✓ Fenty Beauty

✓ Grand Total

✓ Huda Beauty

✓ Loreal

✓ Maybelline

Insights & Recommendations

Products:

Lipstick and Eyeshadow dominate revenue contributions, with **Lipstick** accounting for **14%** and **Eyeshadow 19%**. Fenty is the only **brand** in the Lip products category.

Brands and Category

Fenty Beauty stands out in the lip products category, representing **25%** of all product categories; and a significant portion of total revenue at **\$634.72**.

Beauty & Cosmetics Analytics: Optimizing Insights on Business Performance

1. Customer Behavior & Market Segmentation

Customers are distributed **unevenly across regions**, with the **East** underperforming in customer acquisition and revenue contribution. Additionally, **high spenders** generate the majority of revenue, while **medium and low spenders represent opportunities for growth**. Understanding these customer segments enables **targeted marketing and retention strategies** to increase profitability.

2. Sales Trends & Revenue Growth

Revenue performance fluctuates **daily**, with peak sales occurring on specific dates. Identifying revenue trends helps pinpoint **successful sales days, promotions, or external factors** influencing purchase behavior. This insight supports **future revenue forecasting, sales strategy optimization, and promotional planning** to enhance revenue consistency.

3. Product Performance & Sales Insights

Certain products **outperform others** in both revenue generation and sales volume. Identifying top-selling products allows businesses to **prioritize inventory management, adjust marketing focus, and ensure stock availability**. Conversely, **low-performing products** highlight areas for potential discounting, bundling, or reevaluation.

4. Supplier Performance & Inventory Dependencies

A few key suppliers contribute a large portion of inventory, creating potential **dependency risks** in the supply chain. **Beauty World, Cosmetic Hub, and Glow Cosmetics** together supply nearly **half of the total inventory**, meaning any disruptions could impact product availability. Optimizing **supplier diversification and inventory management** can mitigate these risks.

5. Regional Revenue & Market Penetration

Revenue is **heavily concentrated** in the **West and South**, while the **East lags in market penetration and sales contributions**. Understanding regional revenue trends enables **targeted expansion efforts, localized marketing strategies, and distribution adjustments** to increase market share in underperforming areas.

6. Pricing & Brand Positioning Strategy

Pricing differences between **Prestige** and **Drugstore** brands significantly impact **consumer purchasing behavior**. Prestige brands maintain **higher price points and premium positioning**, while Drugstore brands appeal to **cost-conscious customers**. Understanding these **price trends** informs **pricing strategies, brand positioning, and promotional campaigns**.

Insights & Recommendations

Products:

- **Lipstick** and **Eyeshadow** are the top revenue contributors, accounting for **14%** and **19%** of total revenue, respectively.
- The **Lipstick Set (4Pcs)**, though contributing only **7%** of revenue, may present an opportunity for growth with targeted promotions or bundling strategies.
-

Brands and Categories:

- **Fenty Beauty** dominates the **Lip Products** category, contributing **25%** of total category revenue and a significant **\$634.72** overall. This highlights its strength and potential for further investment in marketing or exclusive product launches.
- While **Foundations** show steady performance across brands, categories like **Primers** and **Lip Balms** (each contributing less than **5%**) might require reevaluation of stock levels, pricing, or marketing strategies.

Actionable Recommendations:

1. **Focus on High Performers:** Allocate more resources to Lipstick and Eyeshadow, such as promotional campaigns or seasonal discounts.
2. **Reevaluate Low Performers:** Consider targeted marketing for lower-revenue categories or products like Glossy Lip Balm and Hydrating Primer to improve visibility and sales.

Leverage Brand Strength:

1. Capitalize on Fenty Beauty's dominance in the Lip Products category by exploring exclusive collaborations or expanded offerings.

Conclusions: Data-Driven Strategies for Growth

This **Beauty & Cosmetics Sales Performance Dashboard** reveals key business insights across **customer behavior, revenue trends, product performance, suppliers, regional sales, and pricing strategies.**

Customer Segmentation & Sales Trends

High spenders drive most revenue, but medium & low spenders present **growth opportunities**.

Daily revenue fluctuations highlight peak sales dates for better promotional timing.

B2C contributes ~63% of revenue, emphasizing the need for retention strategies.

Product, Supplier & Inventory Insights

Top-selling products dominate revenue, while underperformers may need repositioning.

Supply chain dependency on key suppliers presents a **risk**—diversification is recommended.

Inventory strategies should align with demand to prevent stock inefficiencies.

Key Business Recommendations

Expand market presence in low-performing regions (East, Midwest).

Optimize inventory & supplier strategy to reduce dependency risks.

Leverage pricing insights to improve B2B & B2C sales growth.