



LINCOLN BEAUTY

LINCOLN'S BEAUTY WORLD

Dashboard

Skincare

Haircare

Cosmetics



Help desk

info@lincoln.com

+254-700-555-

@fess Analytics



DATA ANALYTICS

Creative
MARKET

www.lincolnbeauty.com

Creative
MARKET



SUPPLY CHAIN ANALYSIS

Total Revenue
\$578K

Gross profit margin
99.81%

Products sold
46K

Avg Stock Level
48

Order Qty(s)
4922

Avg Lead Time (hrs)
17

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Findings

Products sold by Type



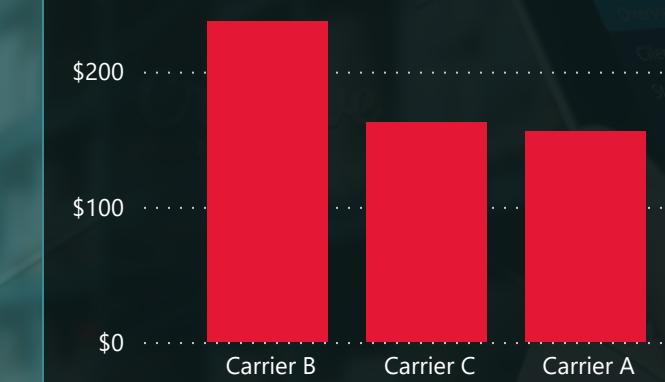
Total products sold by Location



Total revenue by Product type



Total Shipping Costs by Carrier



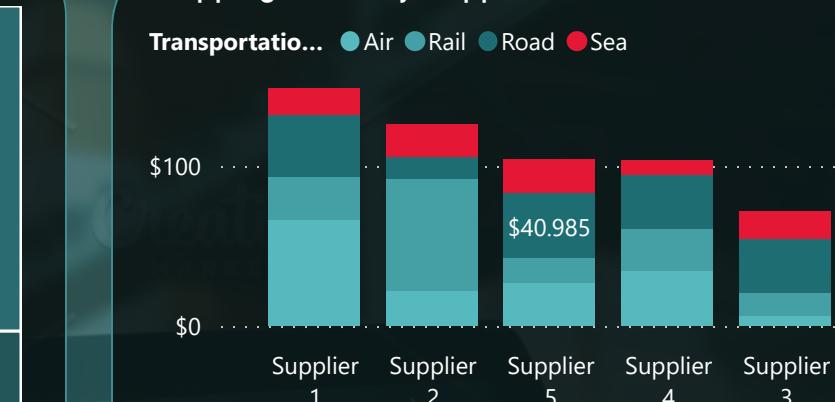
Top 5 SKUs sold



Revenue Vs Avg Price



Shipping Costs by Supplier



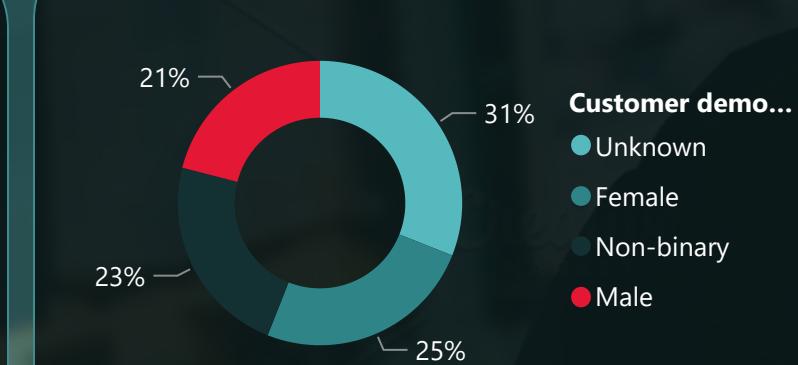
Ordered Qtys Vs Stock levels



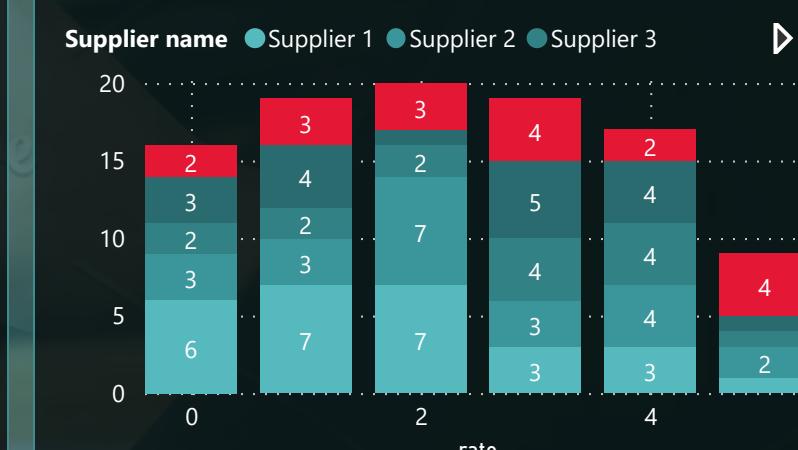
Avg Manufacturing Cost Vs Average Lead time



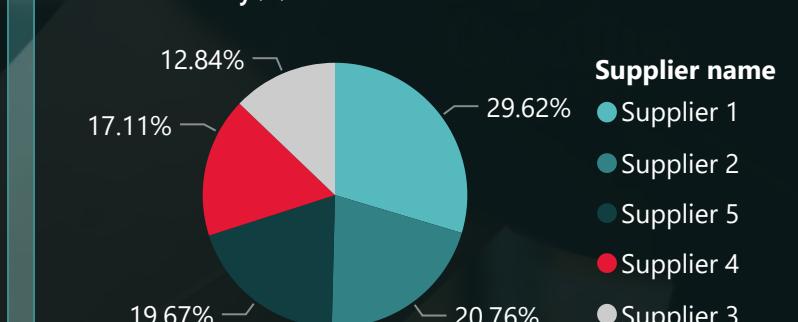
Customer demography



Defection rates vs Inspection Results



Ordered Qty(s)





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Dataset Overview

SKU	Product type	Price	Stock levels	Avg Defect rates	Order Qty(s)	Total Shipping cost(s)	Supplier	Total Revenue
SKU51	haircare	26.70	100	2.00	52	\$4.783	Supplier 5	\$9.87K
SKU38	cosmetics	52.08	69	1.00	88	\$9.2359	Supplier 5	\$9.69K
SKU31	skincare	50.85	6	3.00	44	\$2.6797	Supplier 3	\$9.66K
SKU90	skincare	13.88	66	1.00	96	\$7.6744	Supplier 3	\$9.59K
SKU2	haircare	11.32	1	5.00	88	\$8.0545	Supplier 1	\$9.58K
SKU32	skincare	79.21	89	2.00	64	\$6.5991	Supplier 3	\$9.57K
SKU67	skincare	87.76	12	0.00	71	\$9.1478	Supplier 1	\$9.47K
SKU88	cosmetics	75.27	60	1.00	85	\$3.8013	Supplier 2	\$9.44K
SKU52	skincare	98.03	64	2.00	11	\$8.6311	Supplier 1	\$9.44K
SKU118	haircare	36.44	10	2.00	46	\$4.2292	Supplier 2	\$9.36K
Total					2.29	\$554.8146		\$577.60K

Findings

cosmetics	\$161,206	99.80%
Gross Profit		Gross profit margin
haircare	\$174,054	99.77%
Gross Profit		Gross profit margin
skincare	\$241,235	99.84%
Gross Profit		Gross profit margin

Formulae Applied:

Gross profit = Revenue - (shipping costs + manufacturing costs)

Gross profit margin = Gross profit / Revenue

Avg Revenue per Unit = Total Revenue / Total SKUs

Findings

- Skincare products sold close to twice (21K) Units compared to cosmetics**
- Skincare products generated highest revenue(\$241K). However Cosmetics posted the highest Average Revenue per Unit**



- Cosmetics generated least revenue, however SKU38 posted the second highest revenue at \$9.69K less 0.18K from Top.**

- On Average Revenue per Unit, products from Supplier 3 posted the highest at \$23.76 on Cosmetics**

