

Nikky'A Affairs Business Analytics

Data is from January - April, 2023

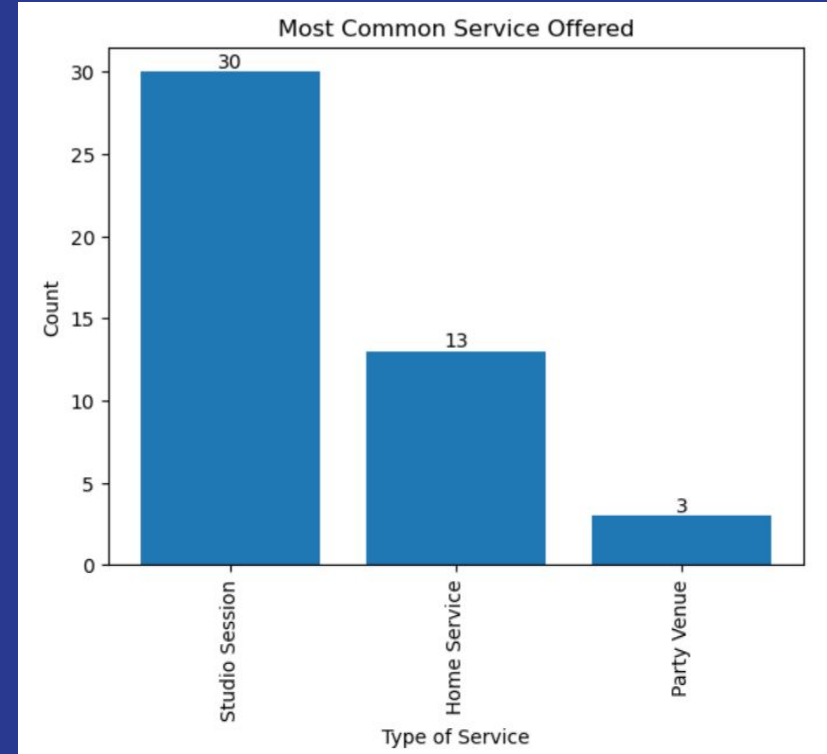
Type of Business: Makeup Artist

Location: Abeokuta

IG: https://www.instagram.com/nikkya_affairs/

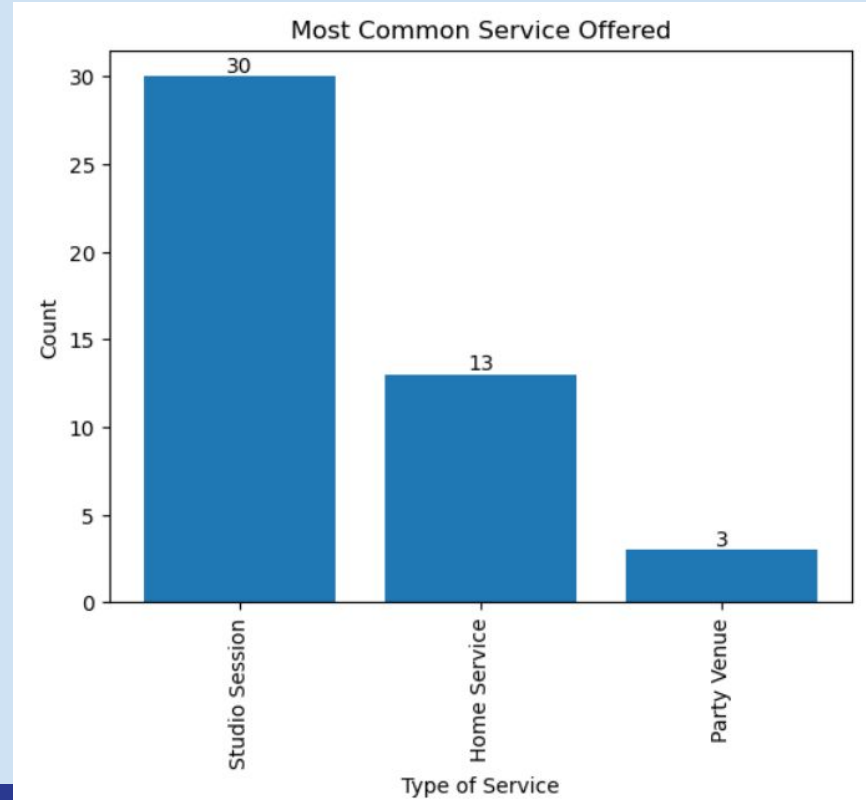
Most Common Service Offered

Analytics based on type of service Rendered

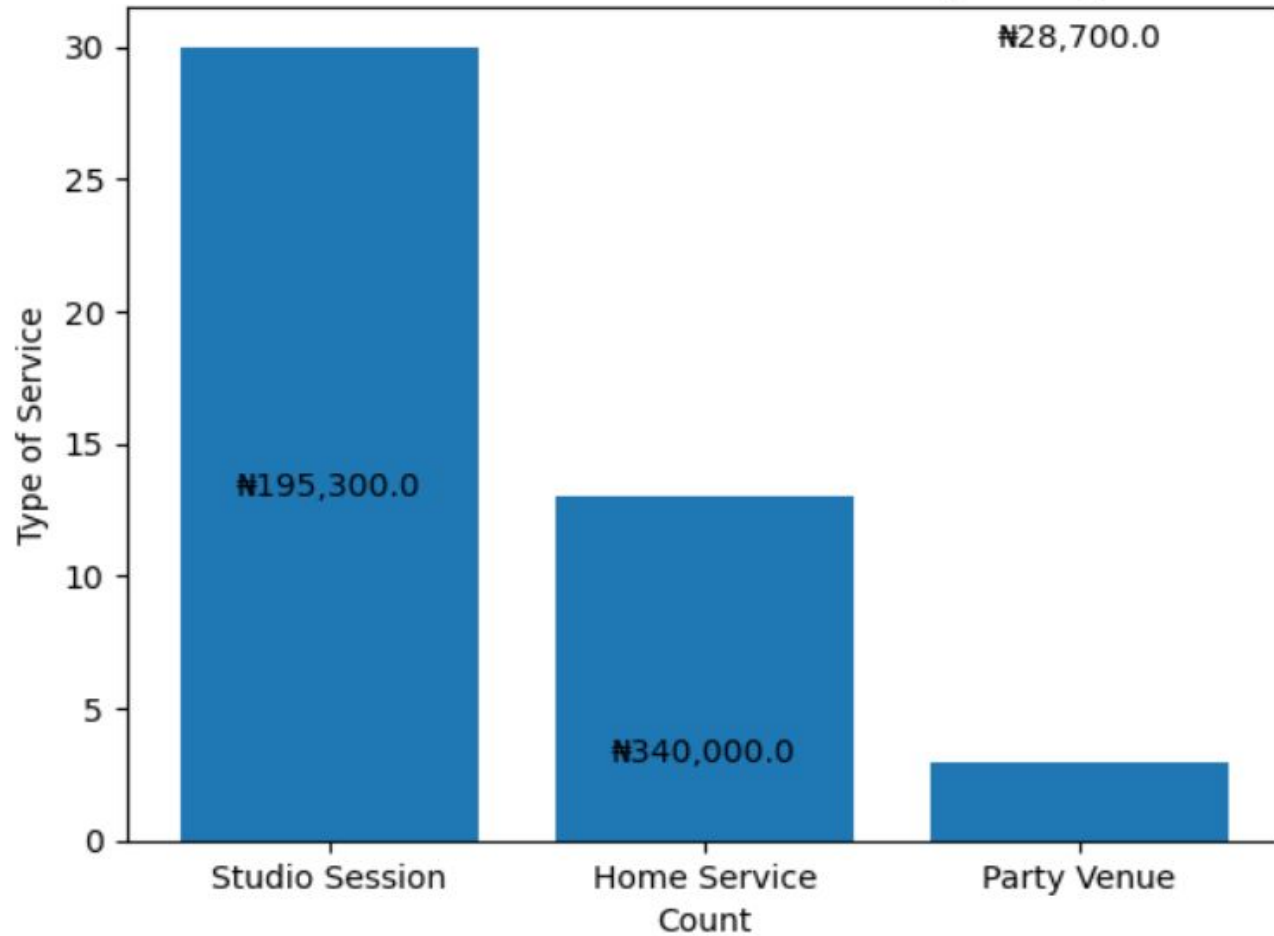


Analytics based on type of service Rendered

	Type of Service	Count
0	Home Service	13
1	Party Venue	3
2	Studio Session	30



Most Common Service Offered and corresponding Amount



Analytics based on type of service Rendered

Based on this analysis it is evidence that the highest type of Service Rendered is Studio Session but its turnover is less than Home service as highlighted below -

30 Studio Session = of #195,300.

13 Home Services at gross amount of #340,000

3 party venue at gross amount of #28,700

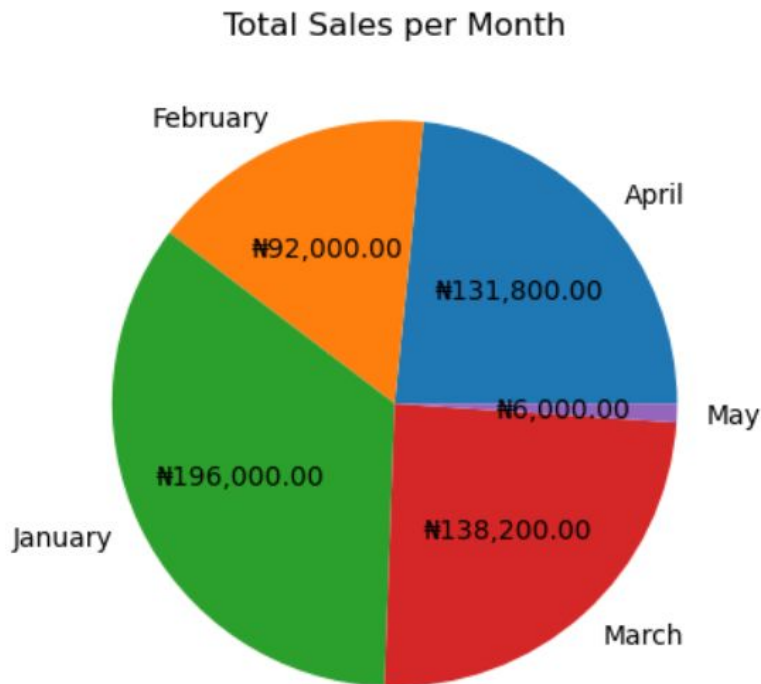


How to Improve Turnover of Home Service

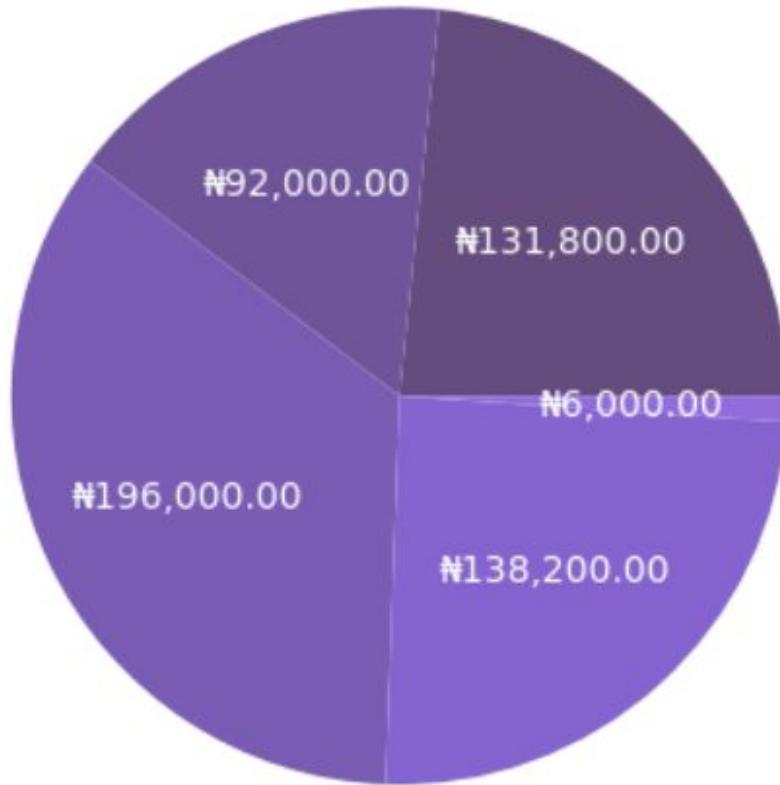
1. When customers book home services, you can offer additional services that they might be interested in, such as pedicure, manicure, product sales
2. Ensure that your home service offerings are of high quality, timely and professional
3. Use social media platform like facebook, instagram and tiktok to showcase the quality of your home services. Share before and after pictures and customer testimonials to build trust and credibility with your followers

Sales Per Month

Total amount of revenue generated per month on makeup service to client



Total Sales per Month



It is evidence that January is the best sales month followed by March and April respectively

January - ₦196,000.00

February - ₦92,000.00

March - ₦138,200.00

April - ₦131,800.00

May - ₦6,000.00

How to Improve Turnover per Month - MAY

May - #6,000.00

The sales in May are significantly lower than the other months, which suggests that something unusual might have happened during that period. You may want to investigate further to find out why sales were so low and take appropriate action to prevent it from happening in the future

How to Improve Turnover per Month - FEBRUARY

__February - #92,000.00

You may want to increase your marketing effort towards the end of January so as to influence February sales so as to drive more sales in the month of February.

You could launch targeted marketing campaigns or offer promotions and discounts to encourage customers to buy during that month

How to Improve Turnover per Month - JANUARY and MARCH

January - #196,000.00 , March - #138,200.00

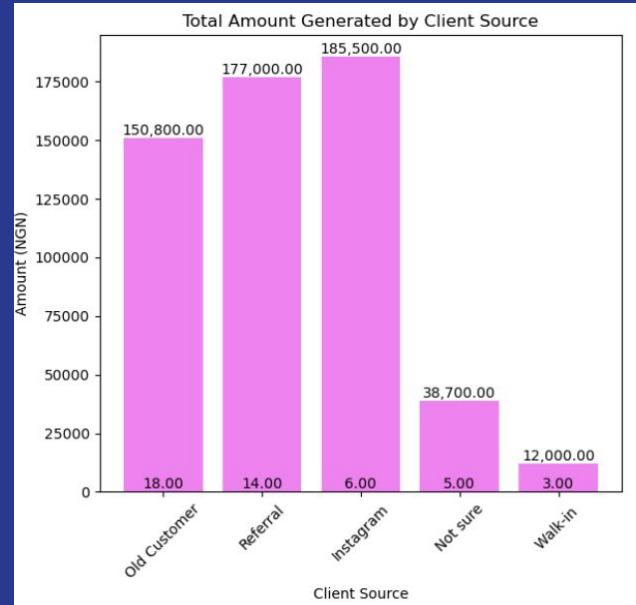
Capitalize on the high sales in January and March by offering similar products or promotions during those months in the future.

You could also consider expanding your product line to include more items that are popular during those periods.

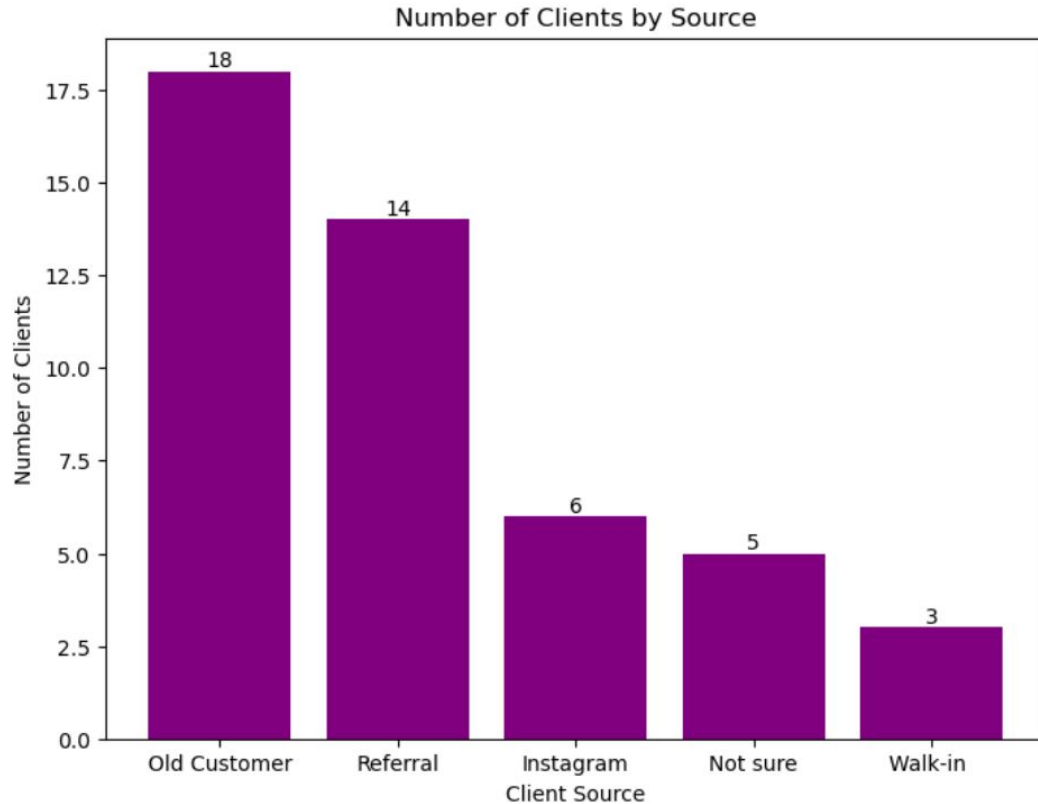
Plan for inventory management and make sure you have enough stock to meet customer demand during peak periods. For example, you could increase your inventory level during January and March to ensure you have enough stock to meet demand.

CLIENT SOURCE ANALYSIS

Analysing where clients are coming from



Analyze the client source



So, the highest customer source is from

Old Customer = 18 customers

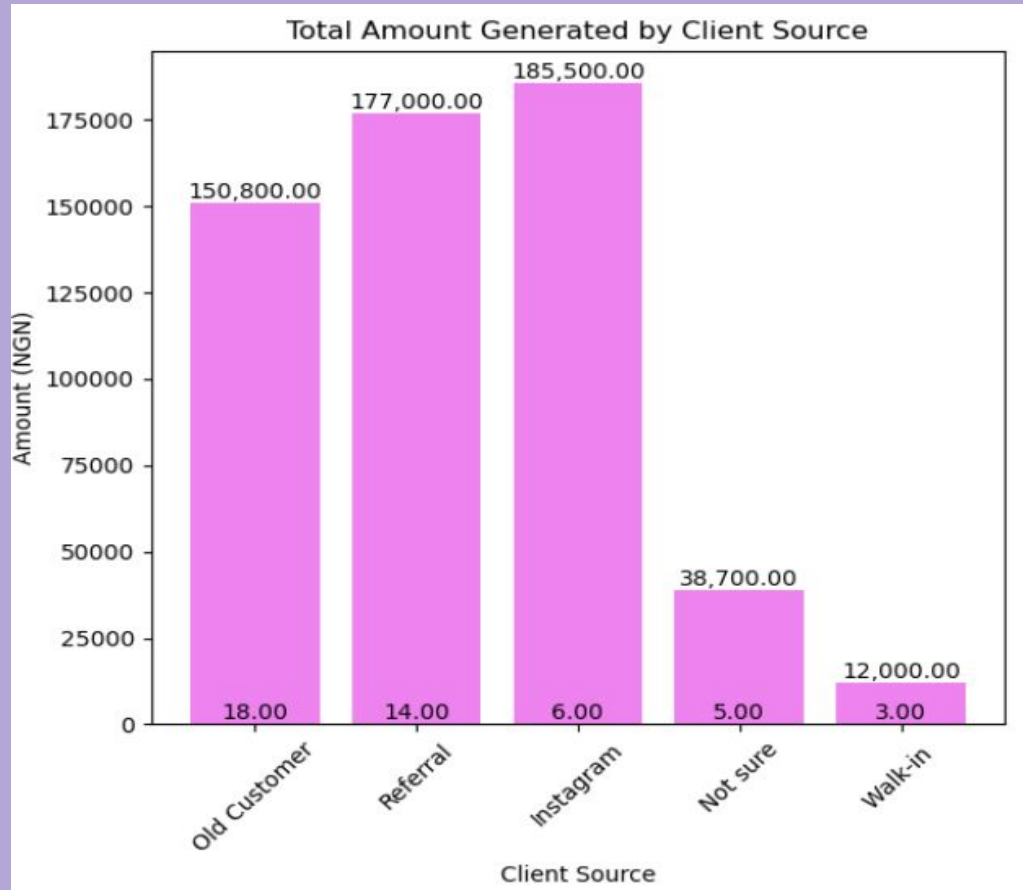
Referral = 14 customers

Instagram = 6 customers

Walk-in = 3 customers

Not sure = 5 customers

Analyze the client source conversion rate



So, the highest customer conversion rate is **Instagram Client**

Summary of Client Source

It was observed that the highest customer source are as below :

Old Customer = 18 customers with total REVENUE of **#150,800**

Referral = 14 customers with total REVENUE of **#177,000**

Instagram = 6 customers with total REVENUE of **#185,500**

Walk-in = 3 customers with total REVENUE of **#12,000**

Not sure = 5 customers with total REVENUE of **#38,700**

How to Improve on Old Customer Client Source - Old

Customer = 18 customers with total REVENUE of #150,800

1. Offering **exclusive discounts** and promotions to your old customers can be a great way to incentivize them to **make a purchase**
2. Make sure your old customers **feel valued** and **appreciated** by providing **top-notch customer service**. This can lead to **repeat business** and positive **word-of-mouth referrals**
3. **Stay in touch** with your old customers by updating them on **new products**, makeup tips and frequent(monthly or quarterly) **phone call**
4. Ask your old customers for **feedback** about their experience with your business and use it to make improvements to your service. This can help you address any **issues** they may have had in the past and improve their **overall experience**

How to Improve on Instagram Client Source - Instagram = 6 customers with total REVENUE of #185,500

1. Increase your instagram presence by posting more frequently and consistently and engaging with your followers through comments, likes, and direct messages
2. Run instagram Ads so to reach wider audience and attract new customers
3. Collaborate with influencers
4. You can offer exclusive discounts or promotions to your instagram followers to encourage them to make a purchase
5. Ensure your posts are of high quality such as video and pictures

How to Improve on Walk-In Client Source - Walk-in = 3 customers with total REVENUE of #12,000

1. Improve visibility using attractive signage and making your business visible online
2. Providing excellent customer service which includes greeting customers warmly, providing helpful information about your products or services and being available to answer any questions
3. You could offer a discount on a particular product or service for first-time customers and repeat customers
4. By providing refreshment such as music and snacks to customers

SERVICE TYPE ANALYSIS

Analyze the highest service description
been offered so as to know the type of
makeup with highest patronize

Total amount paid per description of service:

DESCRIPTION OF SERVICE

Birthday Shoot 165000.0

Bridal Makeup 10000.0

Engagement Makeups 60000.0

Gele 7200.0

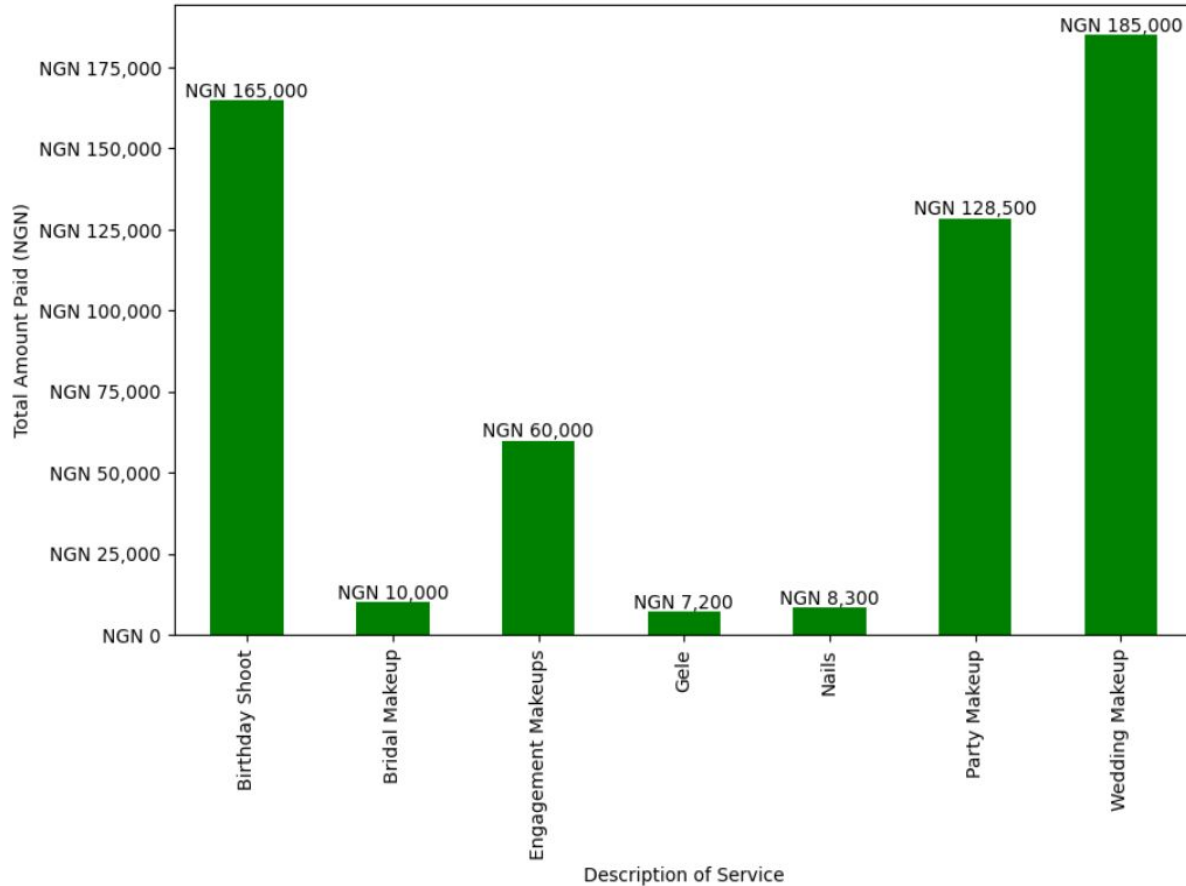
Nails 8300.0

Party Makeup 128500.0

Wedding Makeup 185000.0

Name: Amount Paid (NGN), dtype: float64

Total Amount Paid per Description of Service



The type of makeup service with the highest turnover is -

Wedding Makeup at #185,000.00

Birthday Shoot at #165,000.00

Party Makeup at #128,500.00

How to Improve on Wedding Makeup_

Wedding Makeup at
#185,000.00

Wedding Makeup **generates** the **highest amount** of 185,000N GN and can be improved by adjusting pricing to increase revenue or developing promotions to encourage customers to book wedding makeup services.

Also, the following can be done -

1. Offer customizable packages that cater for the individual needs of each bride. You could offer a **basic package** that includes makeup for the **bride** and a few others, and then allow brides to **add on** services such as **hair styling** or additional makeup for **bridesmaids** or **family members**. This could increase the **overall revenue** generated by each wedding makeup **booking**.

How to Improve on Wedding Makeup_contd.

2. Partner with **wedding planners**. This can help you tap into a **new customer** base and increase the **number of weddings** you are booked for
3. Attend **bridal shows** or other wedding-related events to **showcase** your work and meet potential clients. Consider offering a **discount** or other **promotion** for brides who **book** your **services** at the event.
4. Ensure that the bride feels **valued** and **supported** throughout the ensure wedding **makeup process**. This include being **responsive** to any questions or concerns she may have, and ensuring that the **bride** feels **confident** and **beautiful** on her big day

By implementing these **strategies** and focusing on exceptional custom service, you can increase the likelihood of **repeat business** and generate positive **word-of-mouth referrals**, leading to increased turnover for wedding makeup services

Recommendation



Recommendation

1. Upsell additional services: When a customer books a service with you, consider offering additional services that complement the service they have chose. For example, if a customer books a bridal makeup service, you could upsell additional services such as hair styling, nair art, or even a photoshot. This can help to increase the total amount paid per booking, resulting in increased turnover.
2. Implement a referral program: Encourage your customers to refer their friends and family to your services by offering a referral program. This could involve offering a discount or free service to customers who refer a certain number of new clients to you. Thi can help to increase the number of bookings you receive and generate positive word-of-mouth referrals

Recommendation contd...

3. Offer package deals: Consider offering package deals that include multiple services at a discounted rate. For example, you could offer a bridal makeup package that includes makeup, nail art, gele and photoshoot or a birthday shoot package that includes makeup, nails and photoshoot. This can help to encourage customers to book multiple services with you, resulting in increased revenue per booking
4. Use social media to showcase your work: Use social media platform such as Instagram or Facebook to showcase your work and reach a wider audience. Consider posting before-and-after photos of your clients. This can help to build your brand and generate interest in your services

5. Streamline your booking process: Make it easy as possible for customers to book your services by streamlining your booking process. Consider using a online booking system so that your customer can book and pay online

