

COSMETIC SHOP

REPORT:

1. Executive Summary

Overview: Brief description of the shop and the scope of the report, including the focus on product performance and customer reviews.

Findings Key: Summary of major insights regarding top-performing products and notable customer feedback trends.

2. Product Analysis

Product Categories: Breakdown of products into categories (e.g., skincare, makeup, haircare) and their respective performance.

Top-Selling Products: List and description of top-selling products, including sales volume and revenue generated.

New Arrivals: Overview of recently introduced products and their initial performance.

Product Lifecycle: Analysis of the life cycle of key products, including introduction, peak sales period, and decline if applicable.

3. Product Performance Metrics

Sales Data: Detailed sales figures for each product, including total sales, average sales per period, and sales growth or decline.

Inventory Turnover: Analysis of inventory turnover rates for different products, identifying any issues with stock levels (overstock or stockouts).

Profit Margins: Breakdown of profit margins for each product, highlighting any products with unusually high or low margins.

4. Customer Reviews and Feedback

Review Summary: Overview of customer reviews for different products, including average ratings and common feedback themes.

Sentiment Analysis: Analysis of customer sentiment (positive, neutral, negative) based on reviews.

Common Complaints and Praises: Summary of recurring complaints or praises mentioned in customer reviews.

Review Trends: Trends over time in customer reviews, including any noticeable changes in product perception or satisfaction.

5. Comparative Analysis

Competitor Comparison: Comparison of product performance and reviews with key competitors in the market.

Benchmarking: Evaluation of how the shop's products and reviews stack up against industry benchmarks or standards.

6. Customer Demographics and Preferences

Demographics: Breakdown of review data by customer demographics (age, gender, location) to identify any patterns or preferences.

Customer Preferences: Insights into product preferences and buying behaviors based on review analysis.

7. Product Improvement and Development

Improvement Areas: Identification of areas for product improvement based on customer feedback (e.g., formulation changes, packaging redesign).

Development Opportunities: Suggestions for new product development or modifications to meet customer needs and preferences.

8. Actionable Recommendations

For Products: Recommendations for optimizing product offerings based on sales and review data, such as discontinuing underperforming products or expanding successful lines.

For Reviews: Strategies for addressing common complaints, enhancing customer satisfaction, and encouraging more positive reviews.

9. Conclusion

Summary: Recap of the key insights from the product and review analysis.

Next Steps: Outline of recommended actions based on the report's findings and any follow-up steps needed.

10. Appendices

Detailed Data: Supplementary data tables, charts, and graphs supporting the analysis.

Review Samples: Examples of customer reviews or feedback used in the analysis.

PRESENTATION LINK

<https://drive.google.com/file/d/1fX1QXb0QPBhKW0kOD2lppFM6JUGJVOYR/view?usp=drivesdk>