

# Cosmetics Sales Analysis Report

## 1. Executive Summary

This analysis provides key insights into sales performance, customer behavior, product profitability, and store efficiency across the cosmetics business. It identifies top-performing brands, products, and cities, while also highlighting areas that require strategic improvements to enhance sales and overall profitability.


---

## 2. Key Performance Metrics

- Total Revenue: 199,625.94
  - Total Profit: 45,331.26
- 

## 3. Top Performing Brands


1. PureGlow
2. SilkShine
3. NailArt
4. AromaEssence
5. LuxeBeauty

 *Insight:* These brands collectively drive a significant portion of overall revenue, indicating strong customer loyalty and brand recognition.

---


## 4. Best-Selling Products

1. Volume Hair Serum
2. Volume Hair Mask
3. Hand Cream
4. Repair Shampoo
5. Repair Hair Mask

 *Insight:* Haircare products dominate the best-selling list, suggesting a consistent demand for hair treatment and repair items.

## 5. Highest-Profit Margin Products


1. Repair Hair Mask – VitaSkin
2. Body Scrub – BodyBliss
3. Volume Hair Serum – SilkShine
4. Repair Shampoo – AromaEssence
5. Repair Hair Mask – PureGlow

 *Insight:* These products contribute more to profitability despite potentially lower sales volume, making them ideal for premium marketing campaigns.

---

## 6. Best Customers by Sales


1. Mona Ali
2. Nadia Osman
3. Yasmin Ali
4. Ibrahim Abdel
5. Nabil Shalaby

 *Insight:* High-value customers represent an opportunity for retention through loyalty programs and personalized marketing.

---

## 7. Revenue by Payment Method

1. Online Payments
2. Credit Card
3. Cash

 *Insight:* Digital and credit card payments dominate revenue, suggesting customers prefer convenience and modern payment methods.

## 8. Top Cities and Stores by Revenue

1. Suez
2. Qena
3. Port Said
4. Tanta
5. Zagazig

💡 *Insight:* These regions have higher purchasing activity, indicating strong customer bases and potential for expanding marketing investments.

---

## 9. Lowest Performing Cities and Stores

- Tanta / Radiant Skin – Tanta
- Zagazig / Scentora Store – Zagazig
- Kafr El-Sheikh / Scentora Store
- Aswan / Elegant Fragrance – Aswan
- Tanta / NailArt Studio – Tanta

💡 *Insight:* These branches may suffer from low visibility, limited product variety, or weak local demand — requiring operational review.

---

## 10. Seasonal Insight

Best Months for Promotions: *August & September*

💡 *Insight:* Promotions during these months drive higher revenue, likely linked to pre-holiday shopping trends.

## 11. Recommendations to Increase Sales

### A. Strengthen Brand and Product Strategy

- Increase marketing spend for high-margin brands like *VitaSkin* and *BodyBliss* to maximize profitability.
- Promote haircare product bundles (e.g., shampoo + serum + mask) since this category dominates top-selling products.

### B. Boost Customer Retention

- Introduce a loyalty rewards program targeting repeat customers such as *Mona Ali* and *Nadia Osman*.
- Use personalized email campaigns and discounts based on customer purchase history.

### C. Optimize Store Performance

- Conduct a market study in low-performing cities (e.g., Tanta, Aswan) to identify causes (pricing, stock, or visibility).
- Launch localized promotions or pop-up events to attract new customers in underperforming areas.

### D. Leverage Digital Channels

- Strengthen online sales channels, as online and credit card payments drive most revenue.
- Run social media ad campaigns targeting high-performing regions and trending products.

### E. Strategic Promotions

- Focus promotions in August and September to align with proven high-demand months.
- Offer targeted discounts only on medium-margin products, to avoid profit loss on high-margin items.

---

## 12. Conclusion

The cosmetics business demonstrates solid performance in haircare and premium skincare segments, with high-margin products providing strong profitability. By optimizing promotions, strengthening loyalty initiatives, and focusing on underperforming regions, the company can sustainably increase both revenue and profit margins.