Project Overview

This dashboard analyzes sales and profit trends from 2020 to 2023 in the beauty & accessories sector.
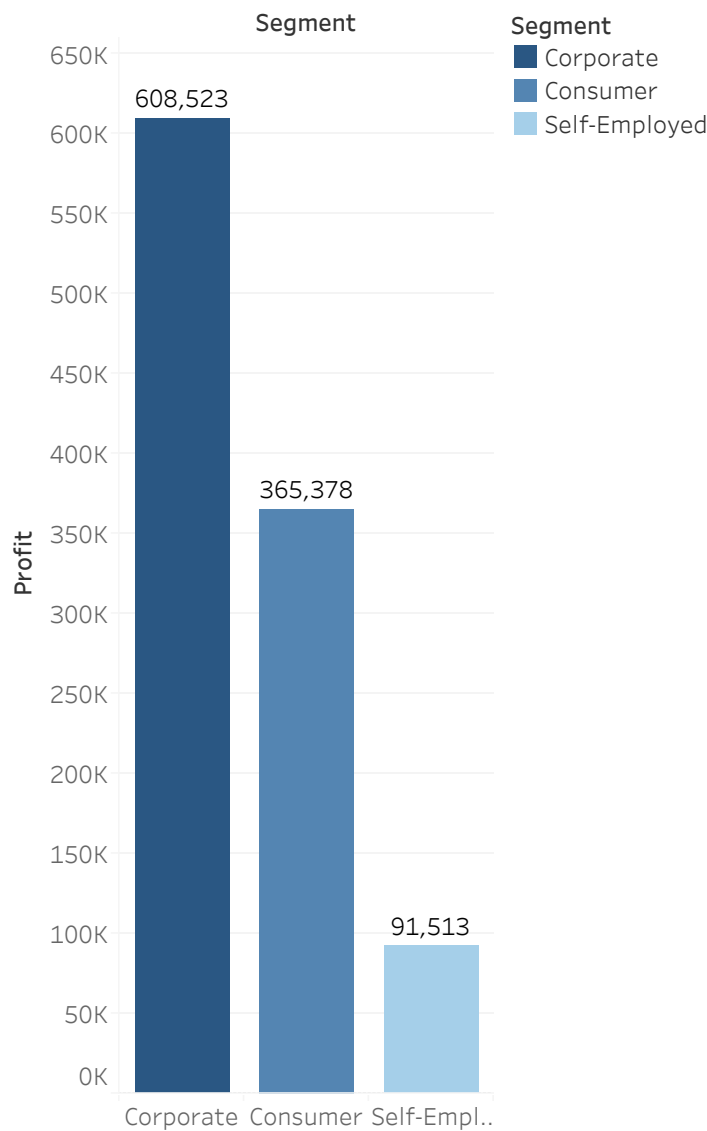
It begins with global and segment-level performance, then drills down into category, subcategory, and product-level insights.

It also examines discount strategies and highlights profitability by customer and region.
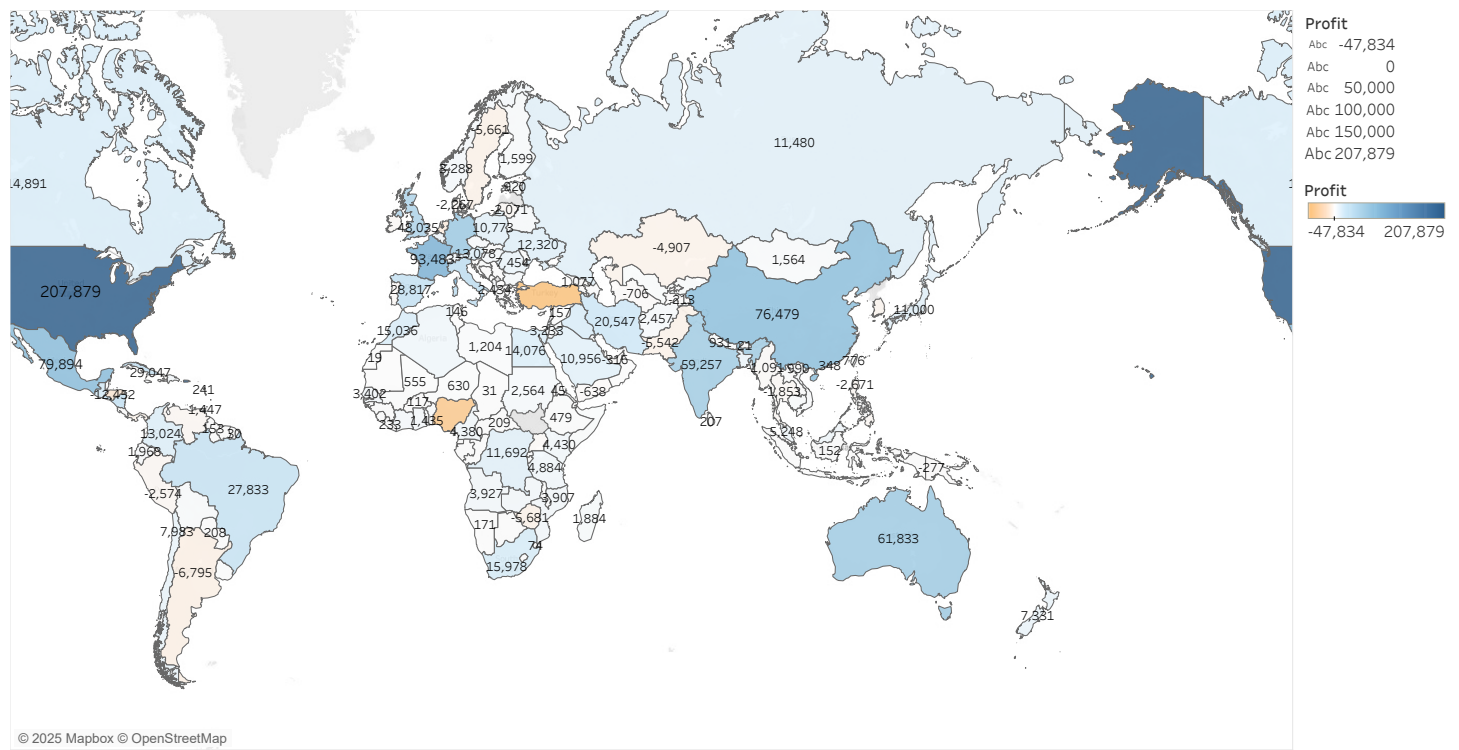
Key questions addressed:
· Which regions and segments generate the most profit?
· How do discounts impact profit margins?
· Who are the most valuable customers and markets?

Total Profit by Segment (2020–2023)

Segment

Segment
- Corporate
- Consumer
- Self-Employed

Profit

608,523	
365,378	
91,513	

650K
600K
550K
500K
450K
400K
350K
300K
250K
200K
150K
100K
50K
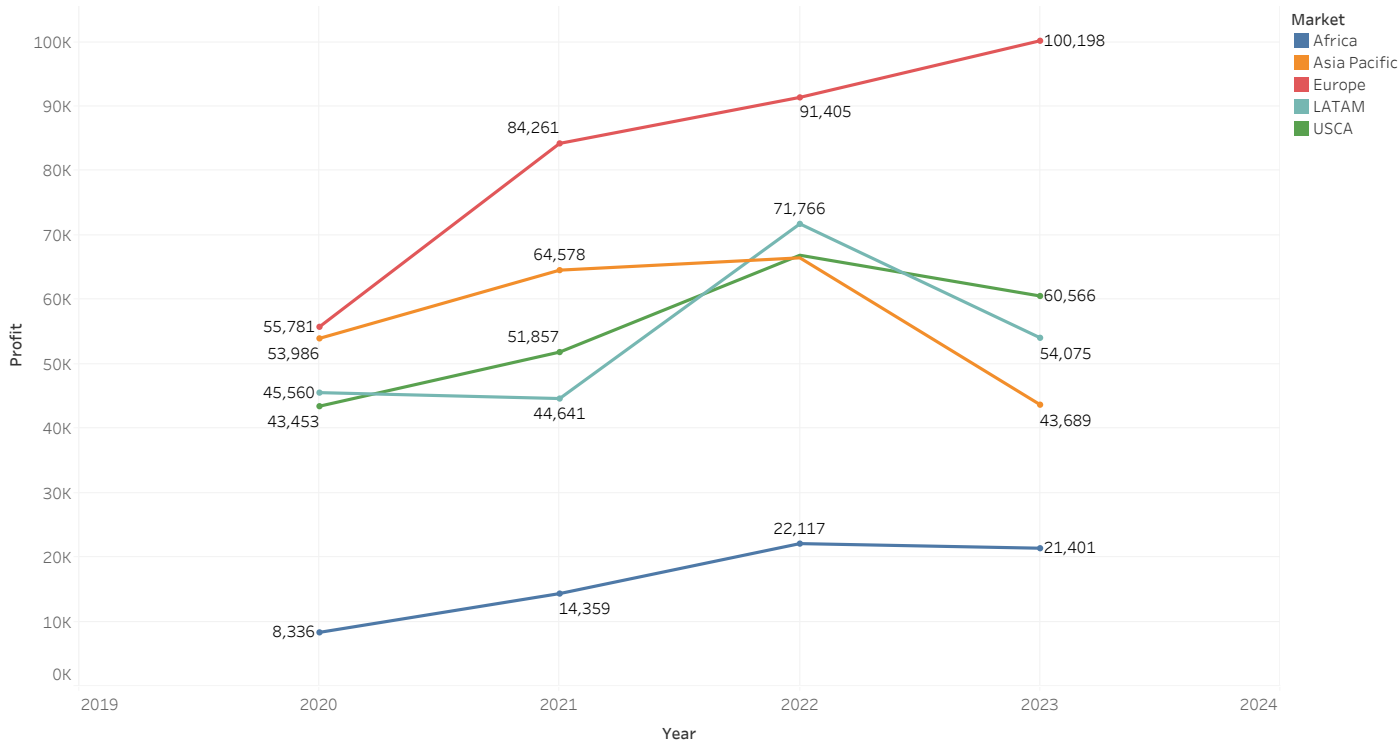0K

Corporate   Consumer   Self-Empl..

Sum of Profit for each Segment. Color shows details about Segment. The marks are labeled by sum of Profit. The data is filtered on Year, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Year filter ranges from 2020 to 2023. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members.

Interactive Global Profit Distribution by Country (2020–2023)

Profit
- Abc -47,834
- Abc 0
- Abc 50,000
- Abc 100,000
- Abc 150,000
- Abc 207,879

Profit
-47,834   207,879
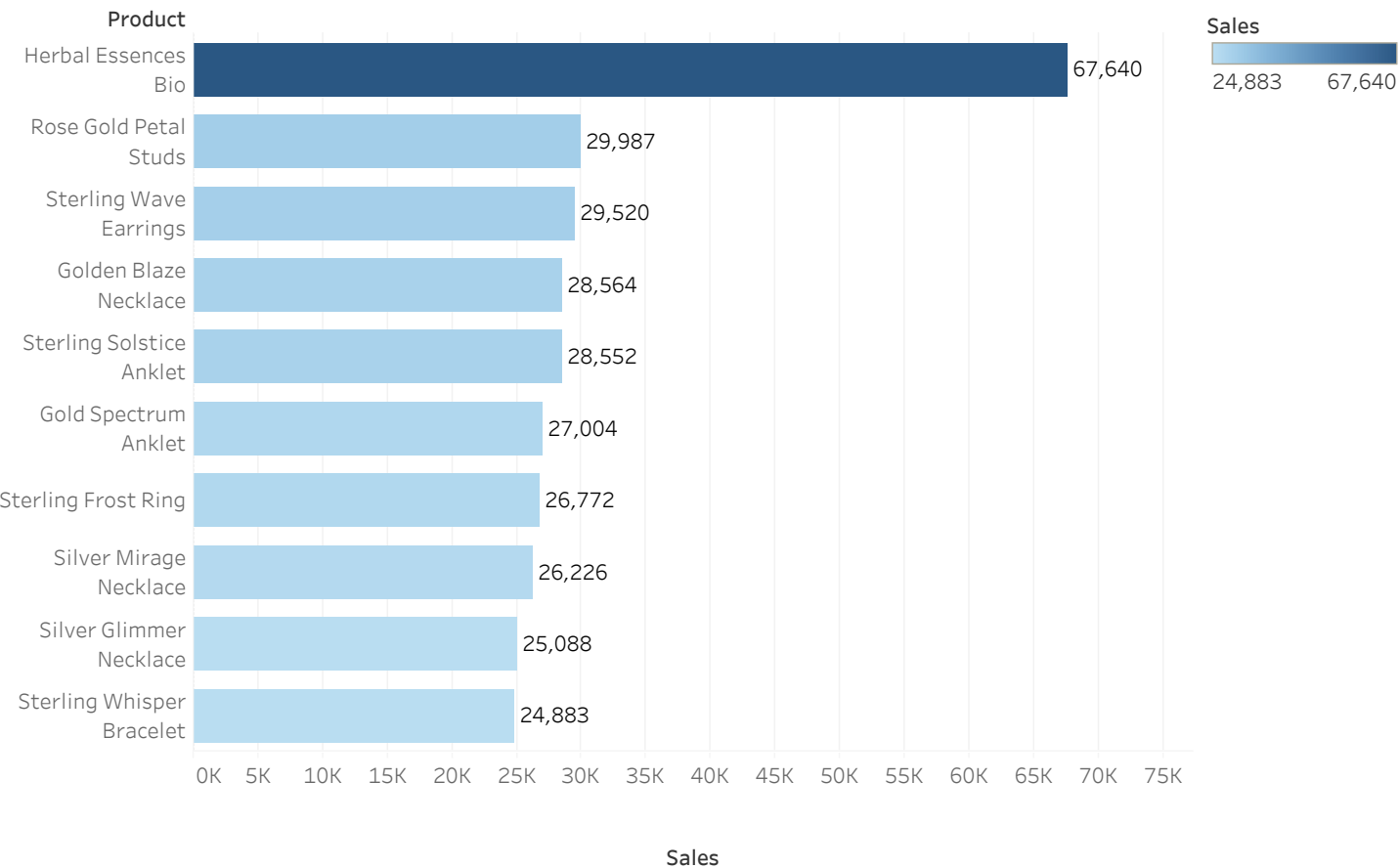
© 2025 Mapbox © OpenStreetMap

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. Size shows sum of Profit. The marks are labeled by sum of Profit. Details are shown for Country. The data is filtered on Year, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Year filter ranges from 2020 to 2023. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Country, which keeps multiple members.
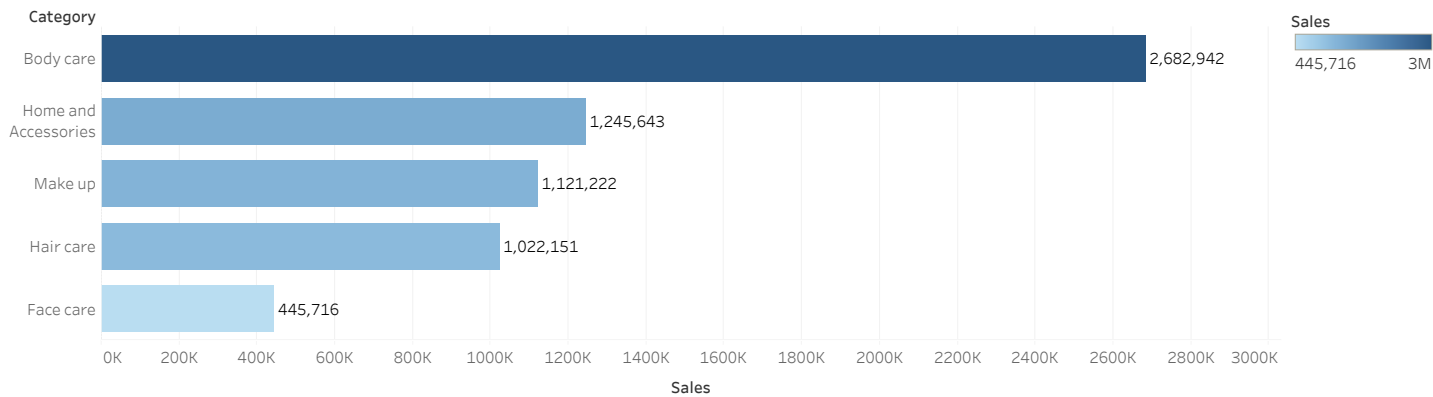
Profit Trend by Market

The trend of sum of Profit for Year. Color shows details about Market. The marks are labeled by sum of Profit. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Market and Year. The Market filter keeps Africa, Asia Pacific, Europe, LATAM and USCA. The Year filter ranges from 2020 to 2023.

Top 10 Selling Products (2020–2023)

Product

Sales
24,883   67,640

Product	Sales
Herbal Essences Bio	67,640
Rose Gold Petal Studs	29,987
Sterling Wave Earrings	29,520
Golden Blaze Necklace	28,564
Sterling Solstice Anklet	28,552
Gold Spectrum Anklet	27,004
Sterling Frost Ring	26,772
Silver Mirage Necklace	26,226
Silver Glimmer Necklace	25,088
Sterling Whisper Bracelet	24,883

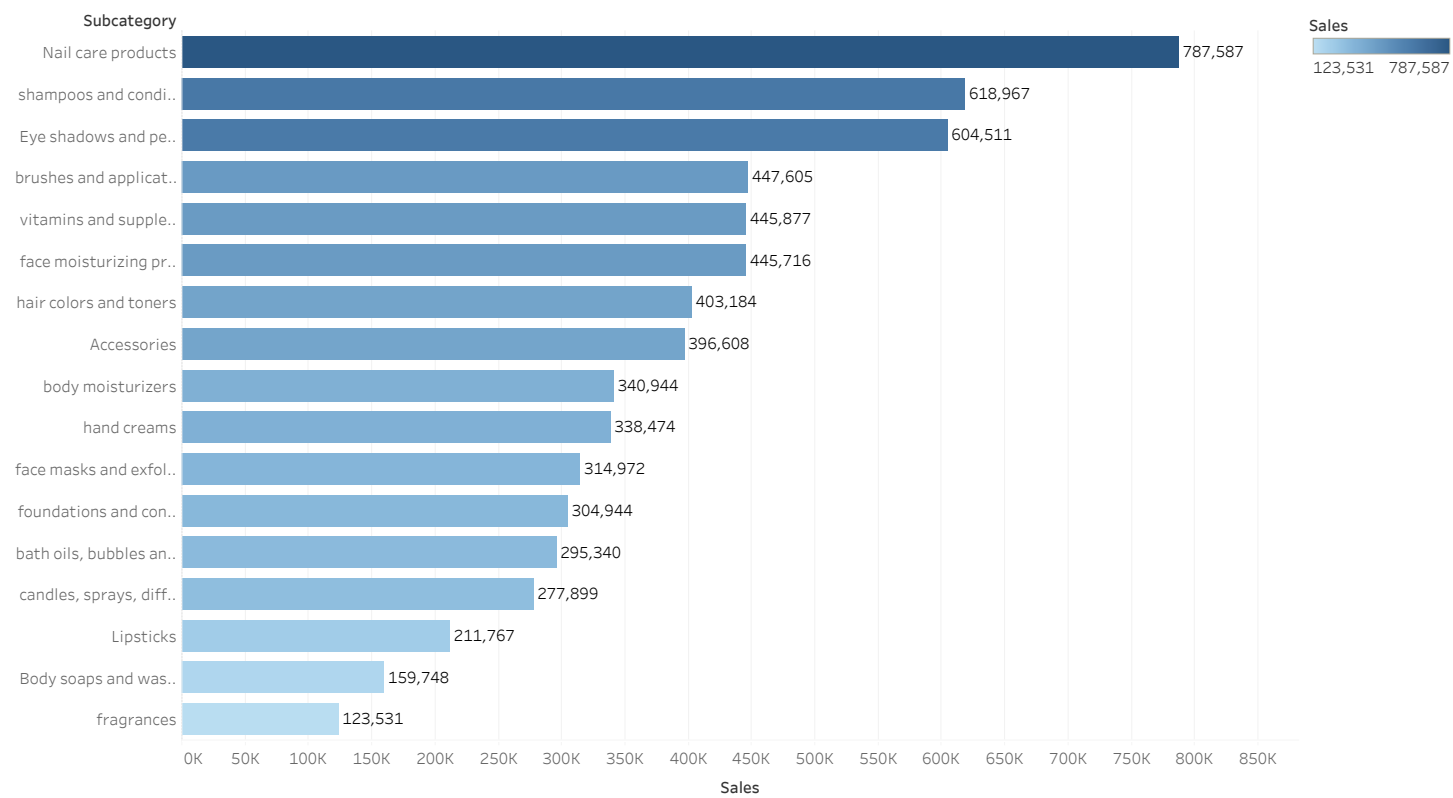0K 5K 10K 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K 65K 70K 75K

Sales

Sum of Sales for each Product. Color shows sum of Sales. The marks are labeled by sum of Sales. The data is filtered on Year, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Year filter ranges from 2020 to 2023. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Product, which has multiple members selected.

Top Selling Categories (2020–2023)

Category

Category	Sales
Body care	2,682,942
Home and Accessories	1,245,643
Make up	1,121,222
Hair care	1,022,151
Face care	445,716

Sales axis: 0K 200K 400K 600K 800K 1000K 1200K 1400K 1600K 1800K 2000K 2200K 2400K 2600K 2800K 3000K
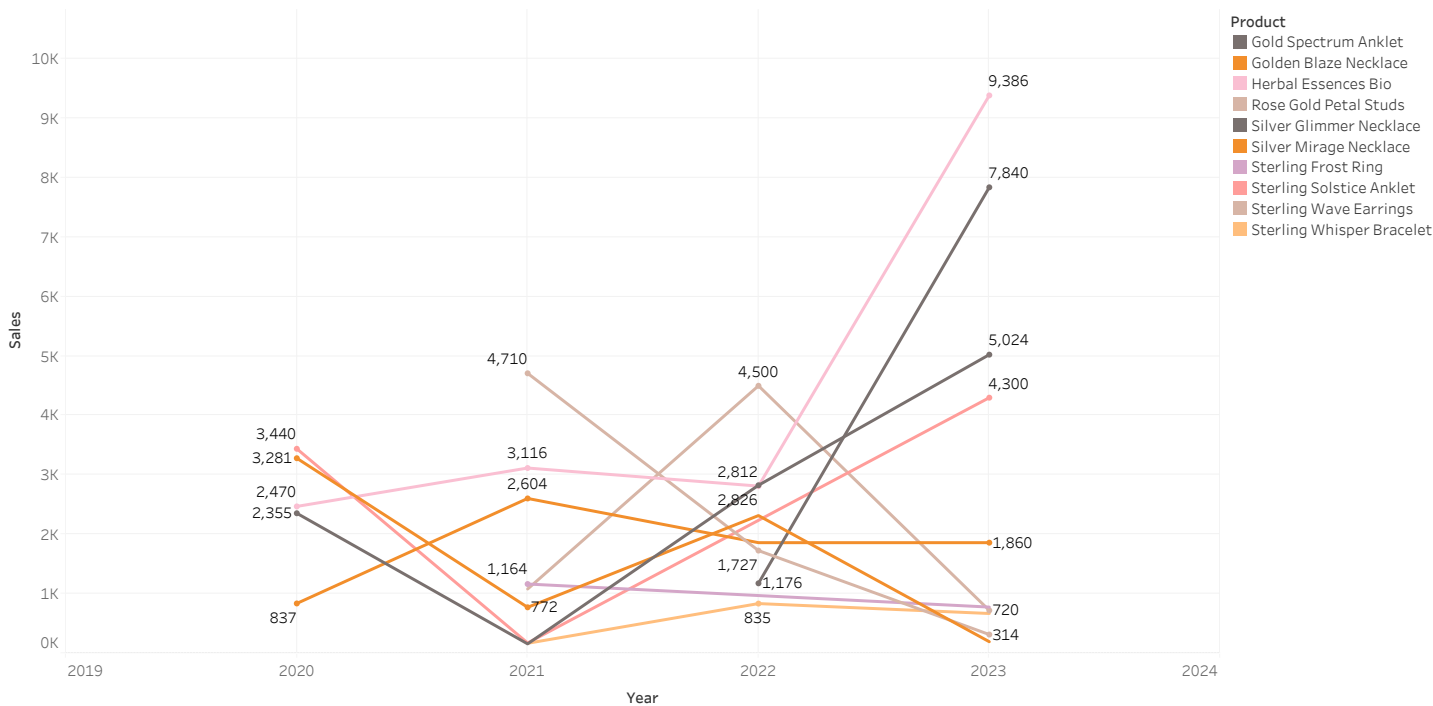
Sales

Sales legend: 445,716 — 3M

Sum of Sales for each Category. Color shows sum of Sales. The marks are labeled by sum of Sales. The data is filtered on Year, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Year filter ranges from 2020 to 2023. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members.

Top Selling Subcategories (2020–2023)

Subcategory	Sales
Nail care products	787,587
shampoos and condi..	618,967
Eye shadows and pe..	604,511
brushes and applicat..	447,605
vitamins and supple..	445,877
face moisturizing pr..	445,716
hair colors and toners	403,184
Accessories	396,608
body moisturizers	340,944
hand creams	338,474
face masks and exfol..	314,972
foundations and con..	304,944
bath oils, bubbles an..	295,340
candles, sprays, diff..	277,899
Lipsticks	211,767
Body soaps and was..	159,748
fragrances	123,531

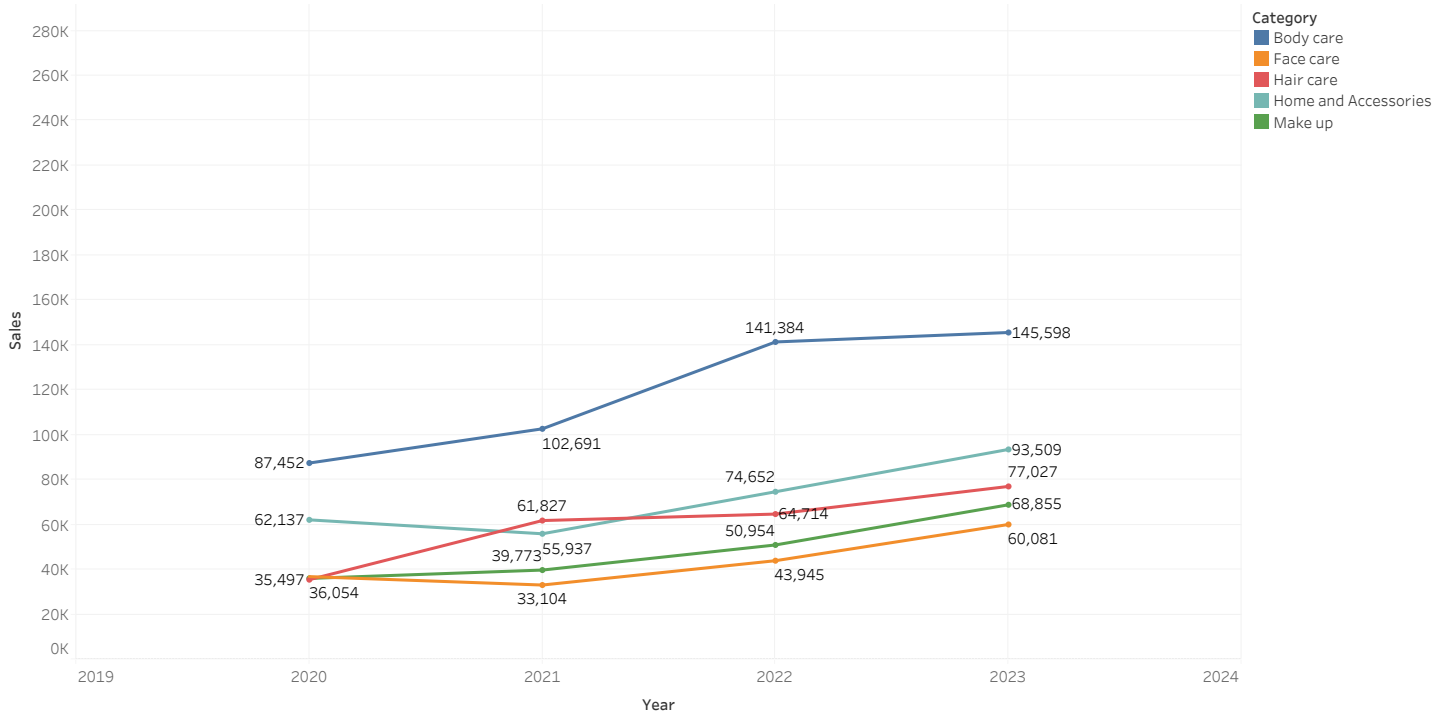Sales legend: 123,531 — 787,587

Sum of Sales for each Subcategory. Color shows sum of Sales. The marks are labeled by sum of Sales. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members.

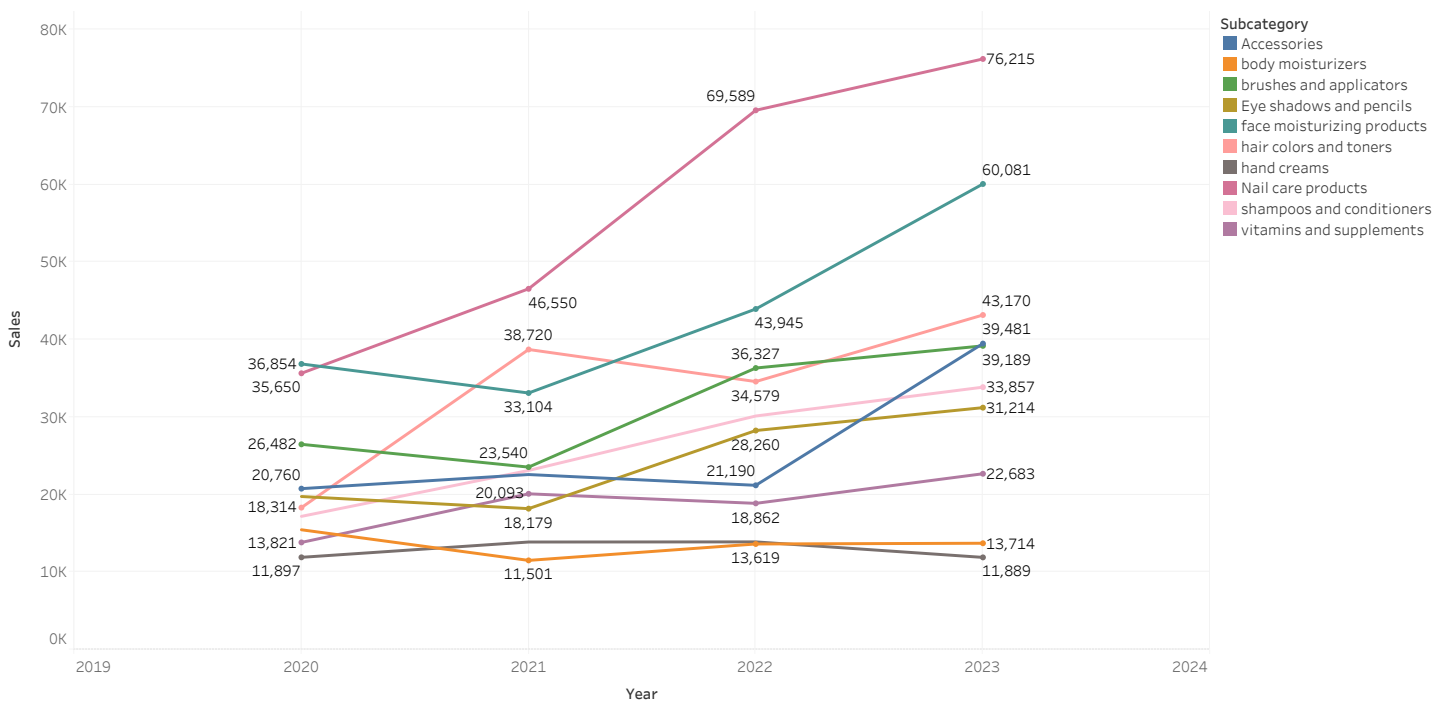# Sales Trend by Product in Each Market (2020–2023)

The trend of sum of Sales for Year. Color shows details about Product. The marks are labeled by sum of Sales. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Year and Product. The Year filter ranges from 2020 to 2023. The Product filter has multiple members selected.

Sales Trend by Category in Each Market (2020–2023)

The trend of sum of Sales for Year. Color shows details about Category. The marks are labeled by sum of Sales. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Year, which ranges from 2020 to 2023.

Sales Trend by Subcategory in Each Market (2020–2023)

The trend of sum of Sales for Year. Color shows details about Subcategory. The marks are labeled by sum of Sales. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Year and Subcategory. The Year filter ranges from 2020 to 2023. The Subcategory filter has multiple members selected.

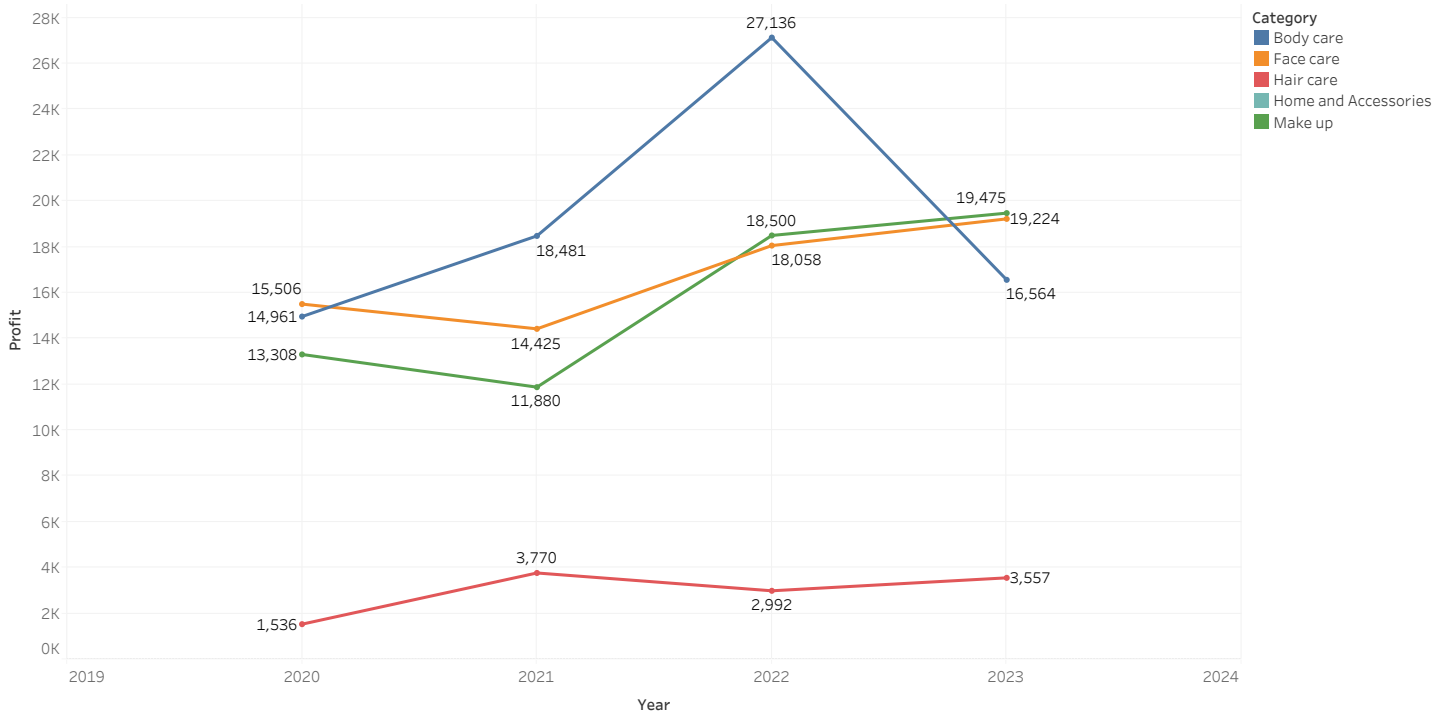# Profit Trend by Top 10 Product in Each Market (2020–2023)
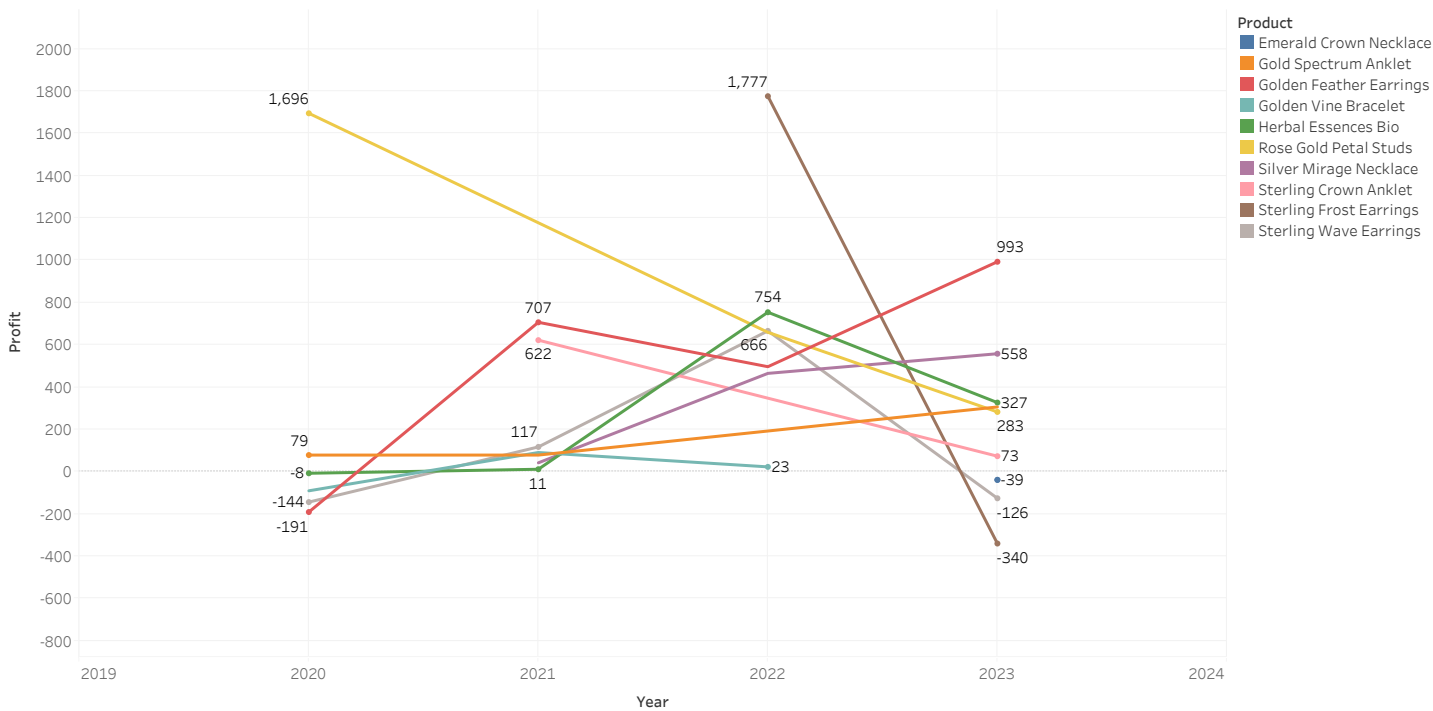
The trend of sum of Profit for Year. Color shows details about Product. The marks are labeled by sum of Profit. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Product and Year. The Product filter has multiple members selected. The Year filter ranges from 2020 to 2023.

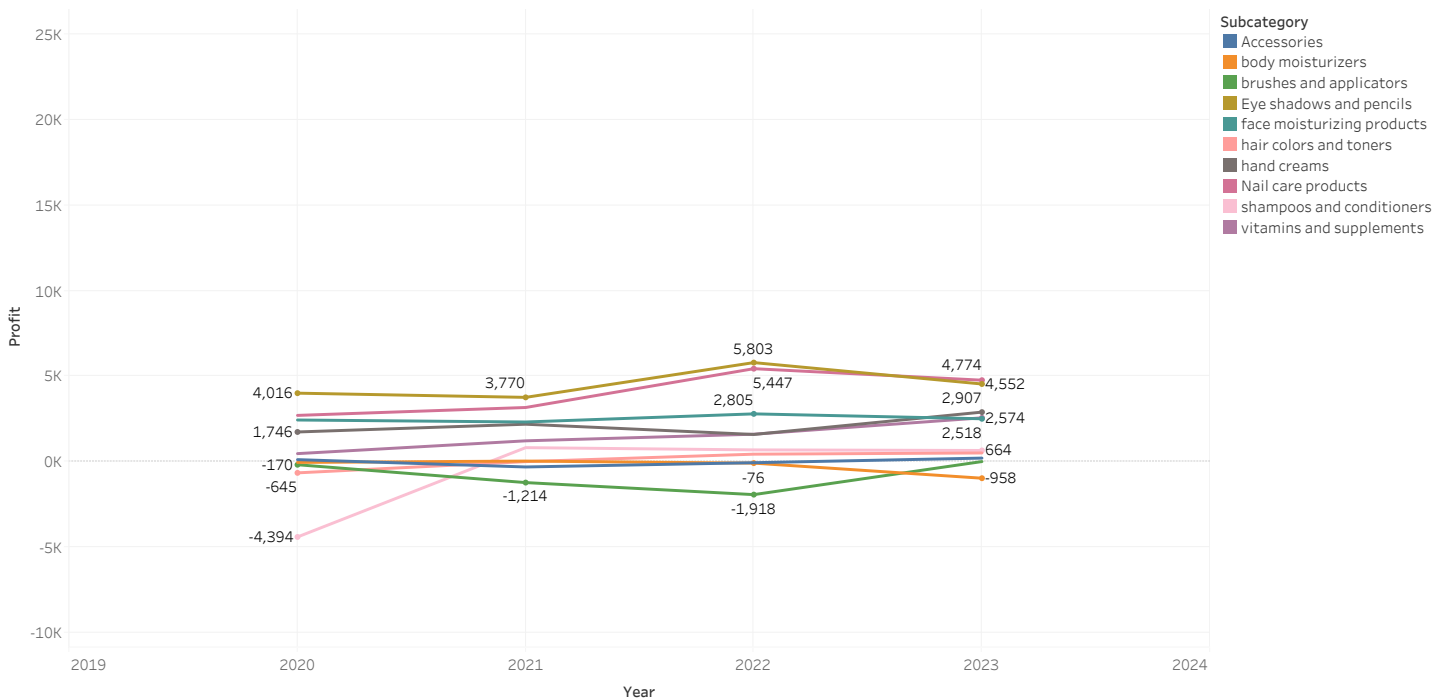## Profit Trend by Category in Each Market (2020–2023)

The trend of sum of Profit for Year. Color shows details about Category. The marks are labeled by sum of Profit. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Customer Rank by Country and Customer ID. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Customer Rank by Country filter keeps Top Country. The Customer ID filter keeps 17,415 of 17,415 members. The view is filtered on Year and Category. The Year filter ranges from 2020 to 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up.

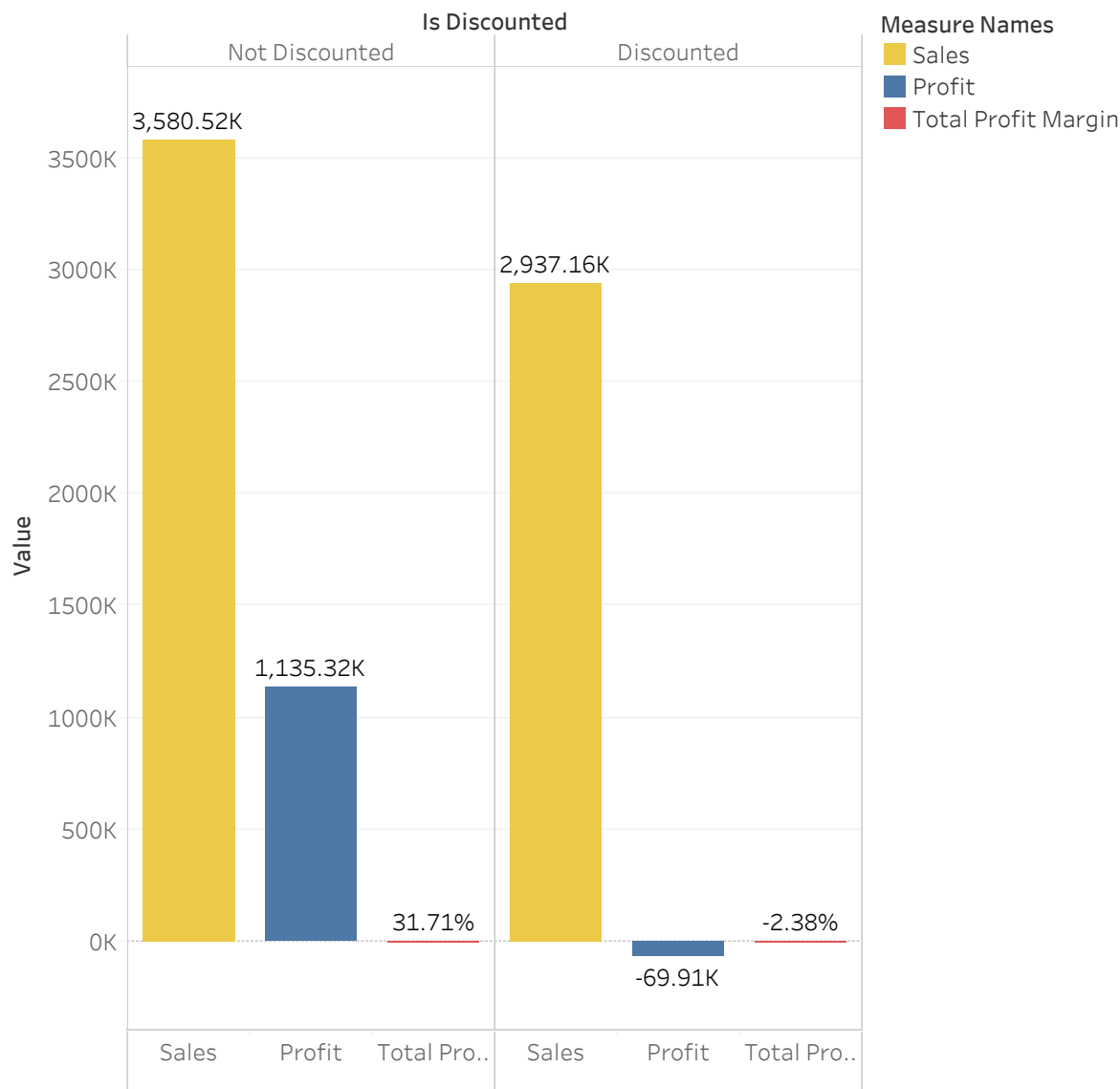# Profit Trend by Top 10 Subcategory in Each Market (2020–2023)

The trend of sum of Profit for Year. Color shows details about Subcategory. The marks are labeled by sum of Profit. The data is filtered on Order Date Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Year and Subcategory. The Year filter ranges from 2020 to 2023. The Subcategory filter has multiple members selected.

Sales, Profit, and Profit Margin for Discounted
vs Non-Discounted Orders

Is Discounted

| Not Discounted | Discounted |

Measure Names
- Sales
- Profit
- Total Profit Margin

3,580.52K

2,937.16K

1,135.32K

31.71%

-2.38%

-69.91K

Value

| Sales | Profit | Total Pro.. | Sales | Profit | Total Pro.. |

Sales, Profit and Total Profit Margin for each Is Discounted. Color shows details about Sales, Profit and Total Profit Margin. The data is filtered on Order Date Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Is Discounted, which keeps Not Discounted and Discounted.

Yearly Profit Margin Trend by Discount

Is Discounted
- Discounted
- Not Discounted

33.58%
33.63%
33.87%
27.90%

-1.25%
-0.37%
-0.50%
-5.91%

2020   2021   2022   2023
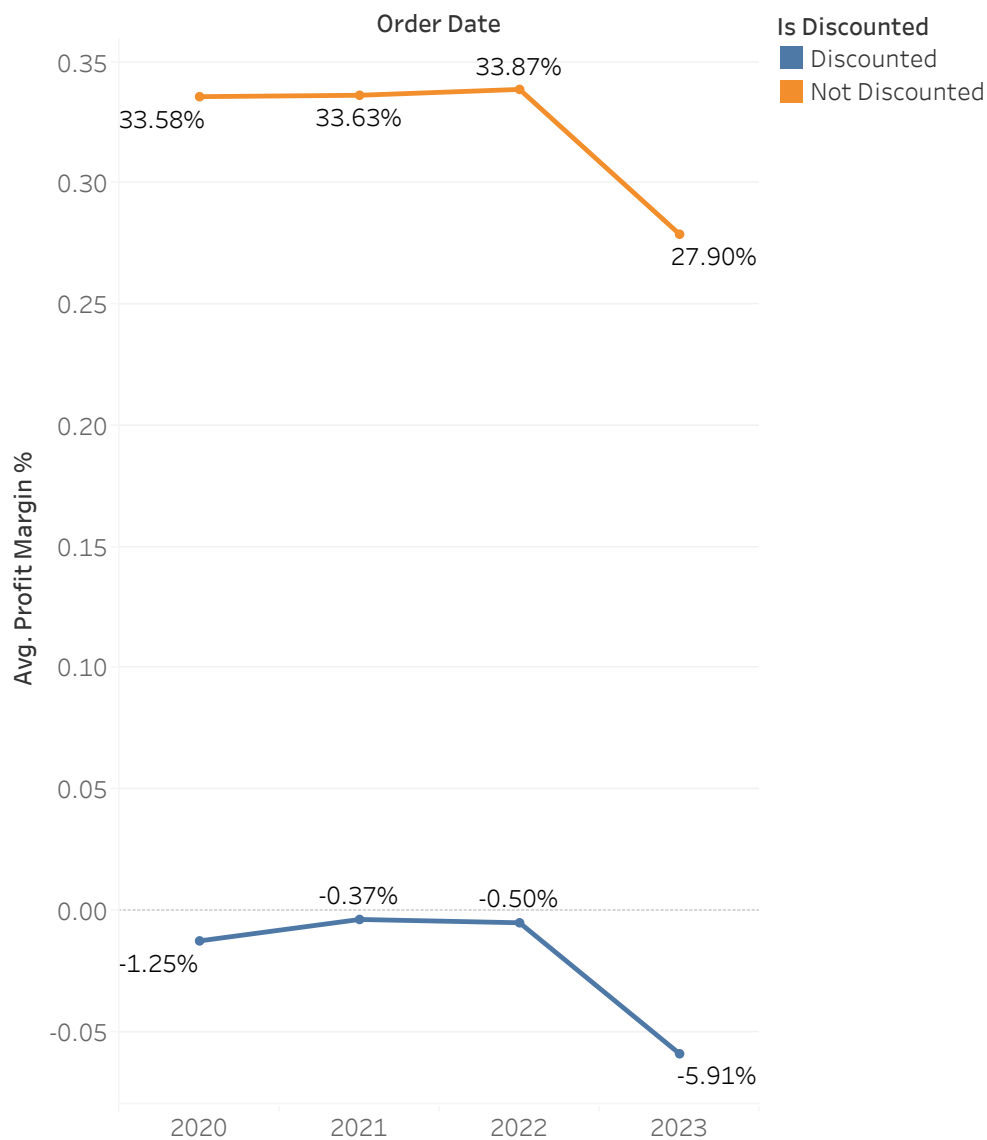
Avg. Profit Margin %

The trend of average of Profit Margin % for Order Date Year. Color shows details about Is Discounted. The data is filtered on Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members. The view is filtered on Order Date Year, which keeps 2020, 2021, 2022 and 2023.

Sales & Profit Margin Dual Axis by Year

Order Date

- No
- Yes

Sales

Profit

1,193,122

983,171

999,525

774,071

787,619

630,155

631,805

518,206

335,161

328,290

259,309

212,563

388

-9,618

-5,447

-55,232

1200K
1100K
1000K
900K
800K
700K
600K
500K
400K
300K
200K
100K
0K
-100K

2020   2021   2022   2023
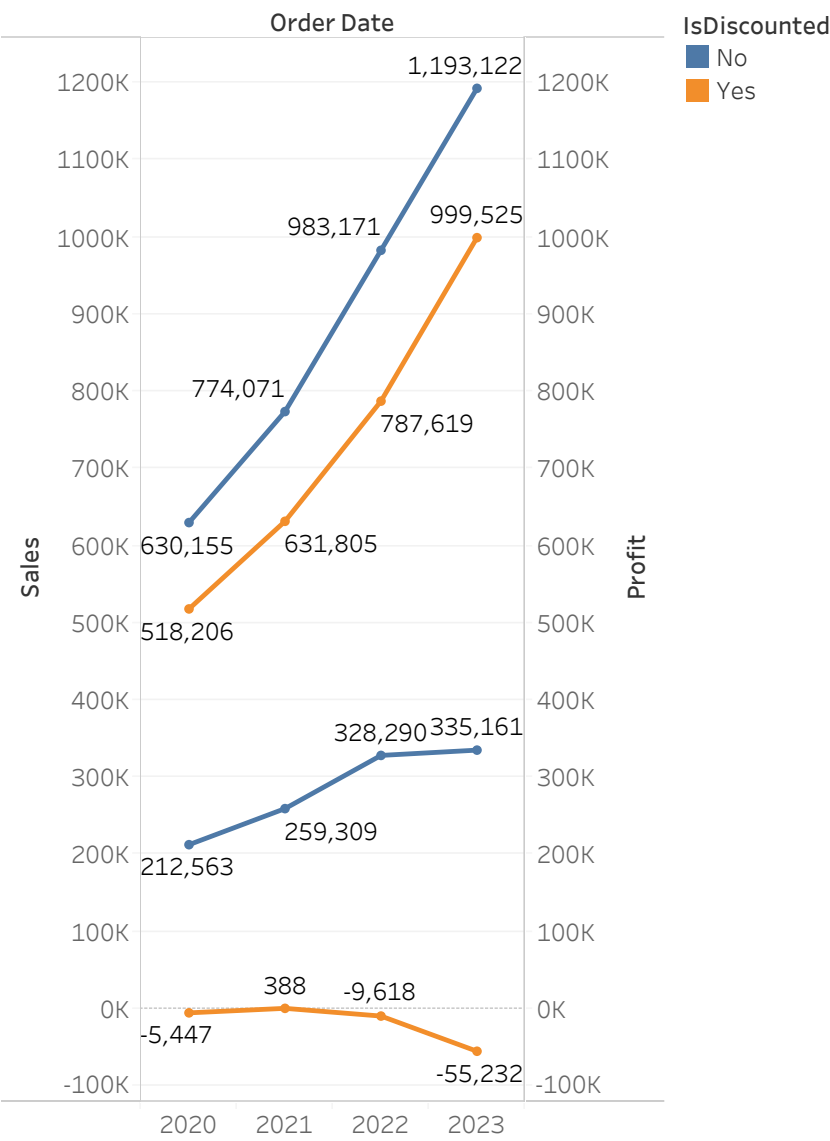
The trends of sum of Sales and sum of Profit for Order Date Year. Color shows details about IsDiscounted. The data is filtered on Order Date (cleaned_ecommerce_data (3) (2)) Year, Category (cleaned_ecommerce_data (4)) and Customer ID (cleaned_ecommerce_data (4)). The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category (cleaned_ecommerce_data (4)) filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer ID (cleaned_ecommerce_data (4)) filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Sales
4 �— 5,153

Country / State / Customer ID

Mexico — San Luis Potosí: 44, 96, 80, 96, 39, 56

Sinaloa: 112, 112, 406, 180, 56, 63, 24, 32, 20, 162, 18

Sonora: 126, 14, 138, 154, 70, 51, 42, 20, 17

Tamaulipas: 314, 135, 156, 153, 85, 364, 319, 195, 123, 87

Veracruz: 483, 226, 568, 234, 154, 432, 104, 315, 168, 150

Yucatán: 222, 117, 54, 30, 28, 54, 39, 8, 94, 62, 88

Zacatecas: 400

United States — Alabama: 329, 2,706, 579, 640, 295, 882, 178, 341, 2,264, 200, 200

Arizona: 1,990, 935, 696, 420, 1,760, 497, 754, 488, 389, 430

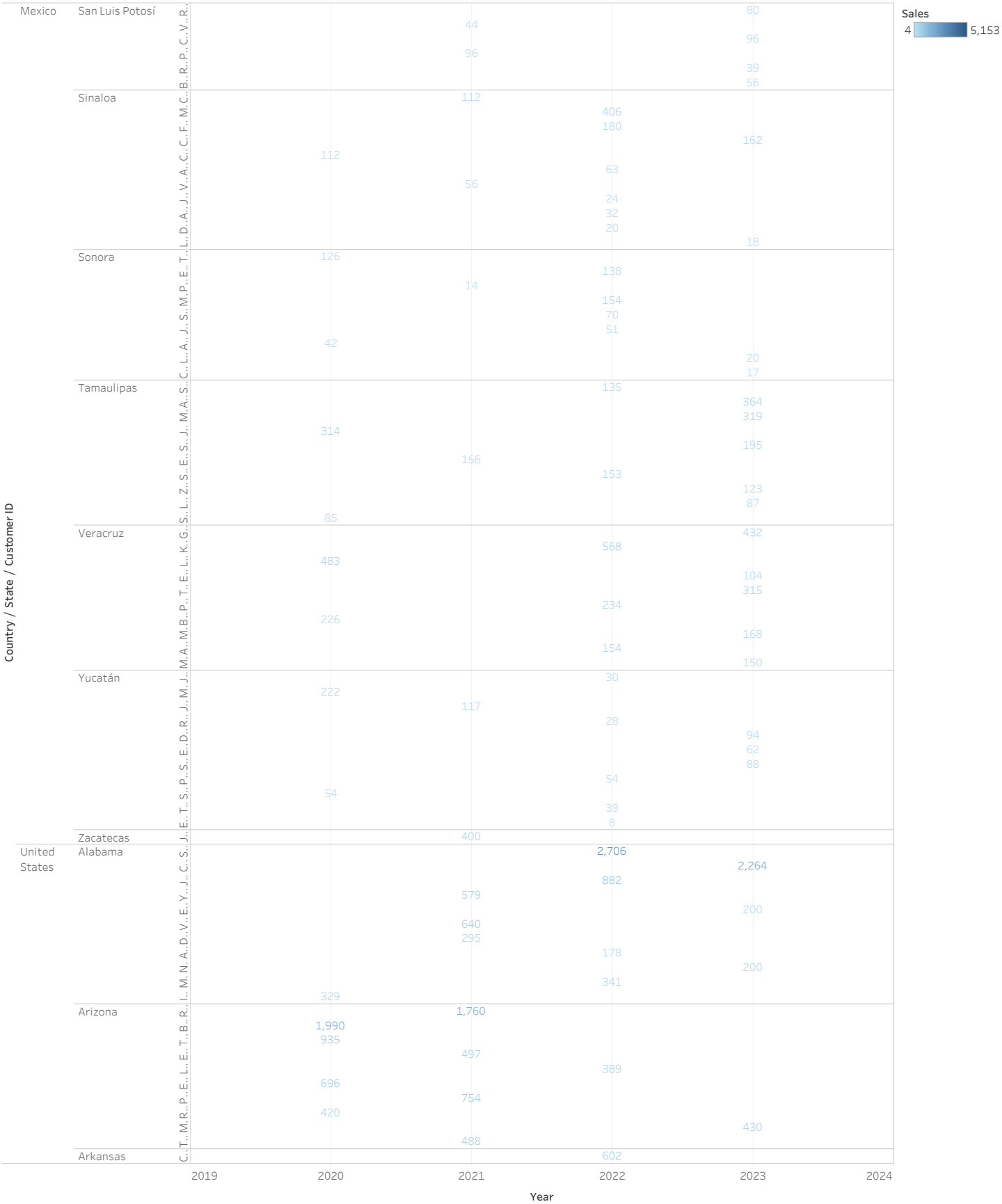Arkansas: 602

Year: 2019, 2020, 2021, 2022, 2023, 2024

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Sales
4 ▢ 5,153

Country / State / Customer ID

United States

Arkansas
234
288
169
447
364
292
273
266
248

California
2,930
3,173
3,218
2,935
3,978
2,786
2,291
2,699
2,375
2,270

Colorado
2,653
2,879
2,334
1,253
589
1,167
748
635
729
504

Connecticut
1,023
914
210
652
209
1,069
308
230
495
350
210

Delaware
2,310
893
474
1,496
653
702
304
582
512
416

District of Columbia
1,032
173
44
20

Florida
4,393
1,063
1,613
1,038
1,147
1,158
1,196
1,174
1,075
923

Georgia
1,023
2,287
1,217
1,103
453
785
448
396
582
396
386

Idaho
1,764
760
311
432
798
126
180

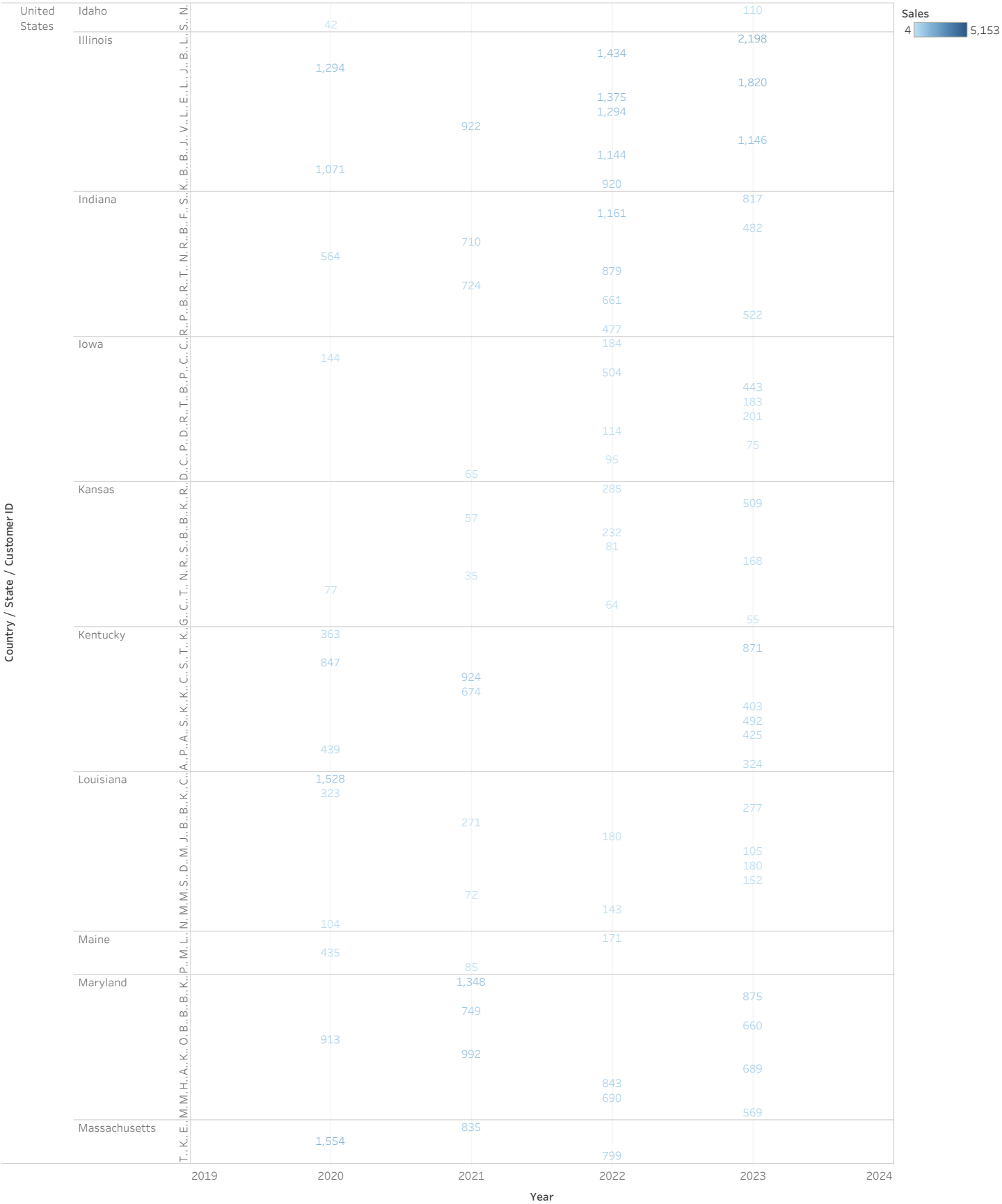Year: 2019 2020 2021 2022 2023 2024

Year

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

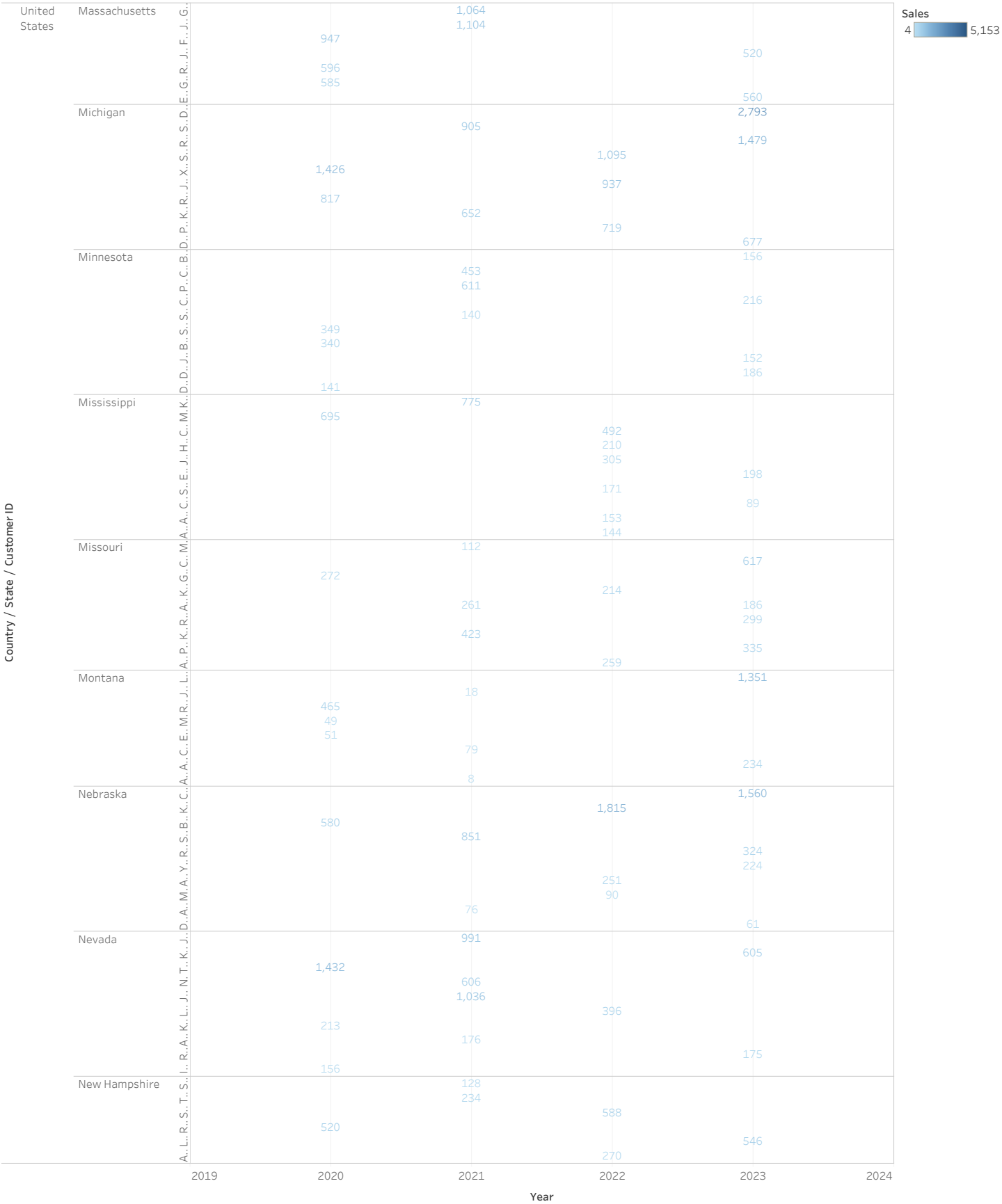# Top 10 Customers by Country and Year

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Country / State / Customer ID

Sales
4 ▭ 5,153

Country	State			2019	2020	2021	2022	2023	2024

United States — New Hampshire
- 180
- 58
- 149
- 118

New Jersey
- 3,388
- 570
- 946
- 960
- 935
- 1,027
- 914
- 580
- 774
- 654

New Mexico
- 445
- 126
- 338
- 612
- 247
- 192
- 282
- 154
- 200
- 147

New York
- 1,716
- 3,280
- 3,129
- 3,154
- 1,498
- 2,529
- 1,719
- 1,490
- 1,998
- 1,527
- 1,498

North Carolina
- 935
- 785
- 691
- 885
- 927
- 866
- 853
- 608
- 651
- 546

North Dakota
- 882
- 150

Ohio
- 4,307
- 912
- 954
- 1,436
- 912
- 977
- 775
- 881
- 1,301
- 784
- 1,018

Oklahoma
- 1,792
- 514
- 780
- 528
- 369
- 335
- 190
- 177
- 170
- 163

Oregon
- 1,710
- 2,143
- 419
- 489
- 975
- 986
- 884
- 546
- 590
- 541

Pennsylvania
- 5,036
- 1,080
- 1,912

Year

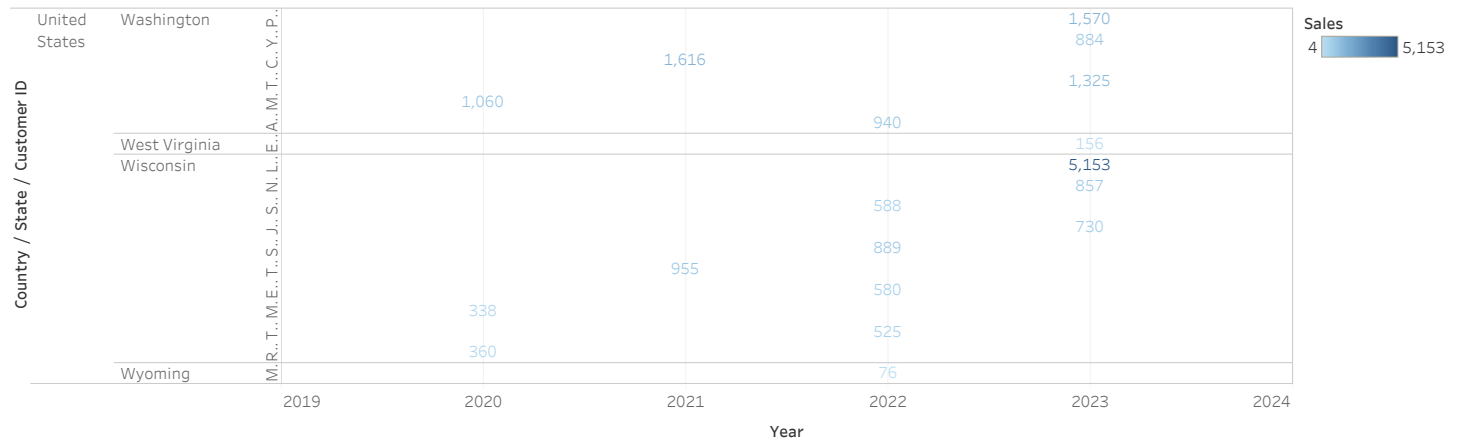2019   2020   2021   2022   2023   2024

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Country / State / Customer ID

Sales
4 ▭ 5,153

Country	State		2019	2020	2021	2022	2023	2024

United States — Pennsylvania
- 1,777 (2020)
- 1,624 (2021)
- 2,266 (2022)
- 1,290
- 1,664
- 1,192
- 1,115

Rhode Island
- 481
- 336
- 412
- 2,962
- 969
- 308
- 272
- 285
- 279

South Carolina
- 277
- 1,464
- 288
- 440
- 612
- 586
- 370
- 242
- 238
- 230
- 270

South Dakota
- 566
- 520
- 941
- 87
- 70

Tennessee
- 1,224
- 825
- 864
- 708
- 679
- 1,664
- 1,254
- 772
- 2,268
- 624

Texas
- 2,559
- 2,456
- 1,344
- 1,528
- 3,648
- 2,426
- 2,661
- 1,825
- 2,157
- 1,430

Utah
- 434
- 110
- 144
- 173
- 263
- 376
- 87
- 1,269
- 196
- 126

Vermont
- 258
- 21
- 445
- 222

Virginia
- 910
- 1,705
- 1,123
- 753
- 588
- 1,216
- 490
- 815
- 809
- 651
- 588

Washington
- 3,820
- 1,689
- 1,755
- 906

Year: 2019 2020 2021 2022 2023 2024

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date
(cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date
(cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up.
The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter
keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top 10 Customers by Country and Year

Year for each Customer ID broken down by Country and State. Color shows sum of Sales. The data is filtered on Customer Rank by Sales, Order Date (cleaned_ecommerce_data (3) (2)) Year, Category and Customer Rank by Country. The Customer Rank by Sales filter ranges from 1 to 10. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Category filter keeps Body care, Face care, Hair care, Home and Accessories and Make up. The Customer Rank by Country filter keeps Top Country. The view is filtered on Year, Country and Customer ID. The Year filter ranges from 2020 to 2023. The Country filter keeps 164 of 164 members. The Customer ID filter keeps 17,415 of 17,415 members.

Top Country by Profit per Category

Country	Category	Body care	Face care	Hair care	Home and Accessori..
Mexico	Home and Accessories				5,728 Mexico
United States	Body care	77,142 United States			
	Face care		67,213 United States		
	Hair care			11,854 United States	
	Make up				

Sum of Profit and Country broken down by Category vs. Country and Category. The data is filtered on Customer Rank by Country, Order Date (cleaned_ecommerce_data (3) (2)) Year and Customer ID. The Customer Rank by Country filter keeps Top Country. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Customer ID filter keeps 17,415 of 17,415 members. The view is filtered on Category, which keeps Body care, Face care, Hair care, Home and Accessories and Make up.

Top Country by Profit per Category

		Category
Country	Category	Make up
Mexico	Home and Accessories	
United States	Body care	
	Face care	
	Hair care	
	Make up	63,163 United States

Sum of Profit and Country broken down by Category vs. Country and Category. The data is filtered on Customer Rank by Country, Order Date (cleaned_ecommerce_data (3) (2)) Year and Customer ID. The Customer Rank by Country filter keeps Top Country. The Order Date (cleaned_ecommerce_data (3) (2)) Year filter keeps 2020, 2021, 2022 and 2023. The Customer ID filter keeps 17,415 of 17,415 members. The view is filtered on Category, which keeps Body care, Face care, Hair care, Home and Accessories and Make up.
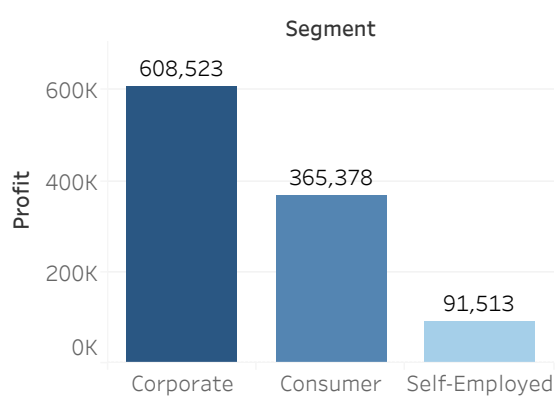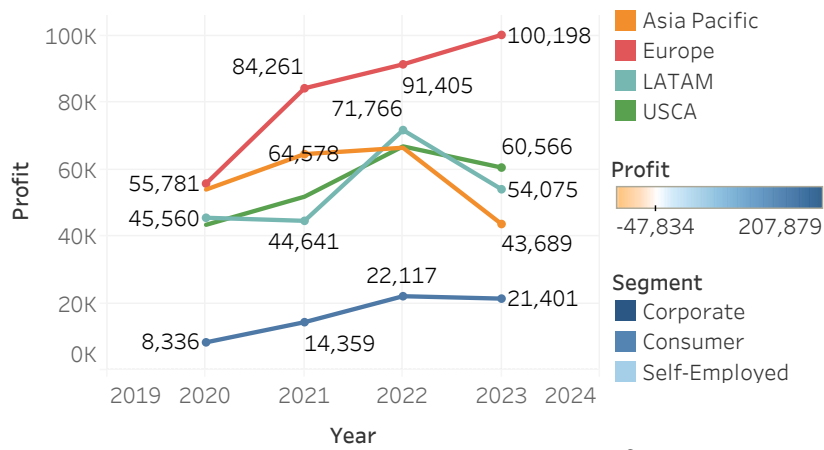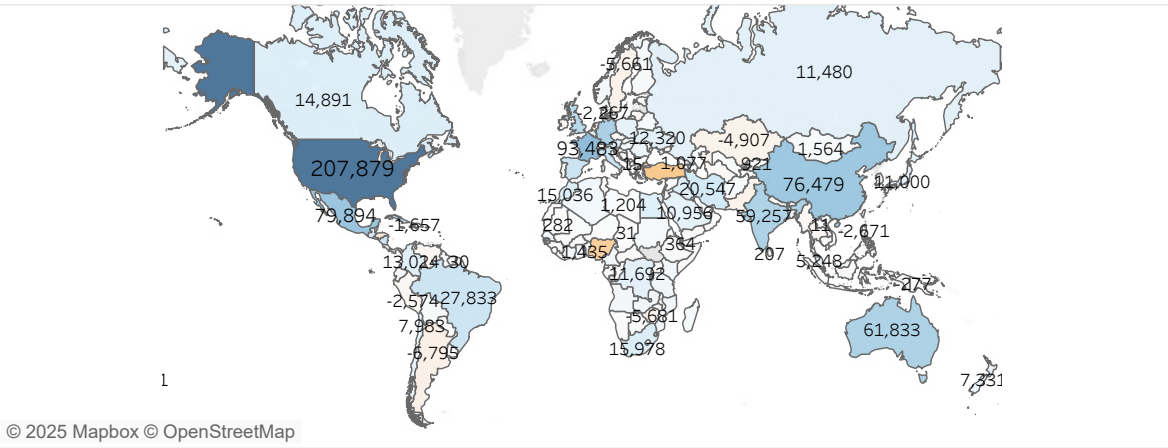
Global & Segment Overview
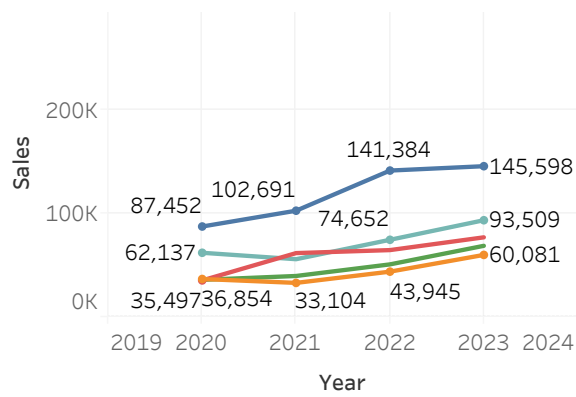
Total Profit by Segment (2020–2023)

Segment

- 608,523 (Corporate)
- 365,378 (Consumer)
- 91,513 (Self-Employed)

Profit Trend by Market

Market
- Africa
- Asia Pacific
- Europe
- LATAM
- USCA

Profit
-47,834 — 207,879

Segment
- Corporate
- Consumer
- Self-Employed

Profit trend values:
- 100,198
- 84,261
- 91,405
- 71,766
- 64,578
- 60,566
- 55,781
- 54,075
- 45,560
- 44,641
- 43,689
- 22,117
- 21,401
- 14,359
- 8,336

-Corporate segment generated the highest profit (608K)

-USCA led with 207K profit; LATAM had a loss

-Asia Pacific showed steady growth

-Focus on high-profit regions like USCA and APAC

Interactive Global Profit Distribution by Country (2020–2023)

Map values:
14,891; -5,661; 11,480; -2,267; -12,320; -4,907; 93,483; 1,564; 18; 1,077; 821; 207,879; 20,547; 76,479; 11,000; 15,036; 1,204; 10,950; 59,257; 282; 31; 2,671; 79,894; -1,657; 1,435; 364; 207; 5,248; 13,024; 30; 11,692; -277; -2,574; 27,833; -5,681; 7,985; 15,978; 61,833; -6,795; 7,331

Category & Subcategory View

Sales Trend by Category in Each Market (2020–2023)

Sales

200K

100K

0K

87,452   102,691   141,384   145,598
62,137   74,652   93,509
                             60,081
35,497 36,854 33,104 43,945

2019 2020 2021 2022 2023 2024

Year

Profit Trend by Category in Each Market (2020–2023)

Profit

20K

10K

0K

                        27,136
15,506 18,481   18,500   19,224
13,308   11,880   18,058   16,564

1,536   3,770   2,992   3,557

2019 2020 2021 2022 2023 2024
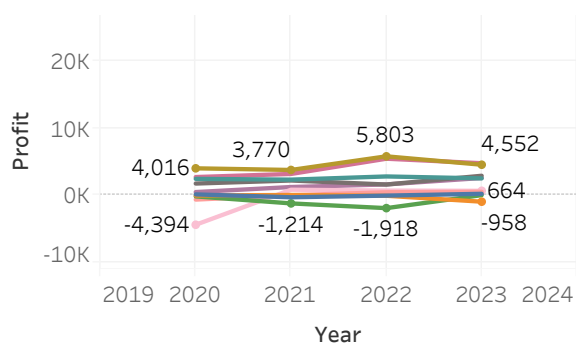
Year
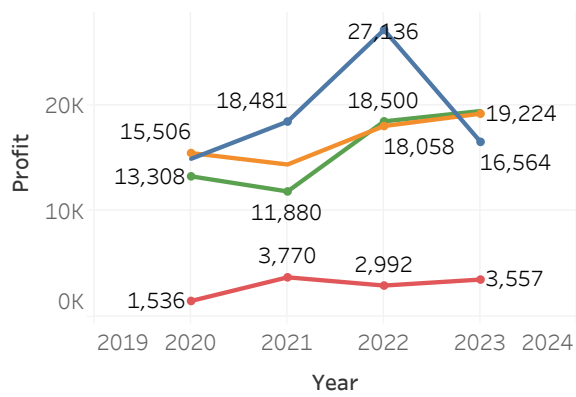
Category
- Body care
- Face care
- Hair care
- Home and Acces..
- Make up

Subcategory
- Accessories
- body moisturizers
- brushes and appl..
- Eye shadows an..
- face moisturizin..
- hair colors and t..
- hand creams
- Nail care products
- shampoos and co..
- vitamins and sup..
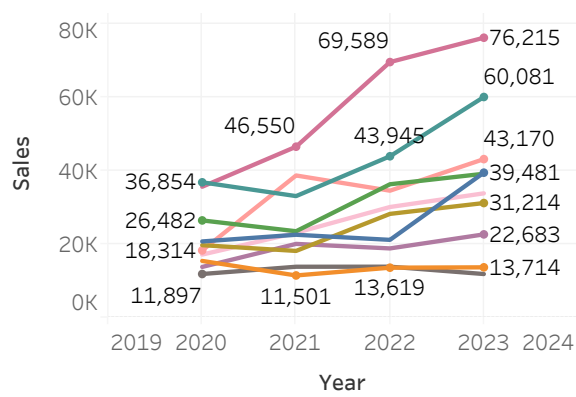
Market
Africa
☐ Show history

Sales Trend by Subcategory in Each Market (2020–2023)

Sales

80K

60K

40K

20K

0K

                  69,589   76,215
            46,550   60,081
36,854   43,945   43,170
26,482   39,481
18,314   31,214
                            22,683
11,897   11,501   13,619   13,714

2019 2020 2021 2022 2023 2024

Year

Profit Trend by Top 10 Subcategory in Each Market (2020–2023)

Profit

20K

10K

0K

-10K

4,016   3,770   5,803   4,552
                            664
-4,394   -1,214   -1,918   -958

2019 2020 2021 2022 2023 2024

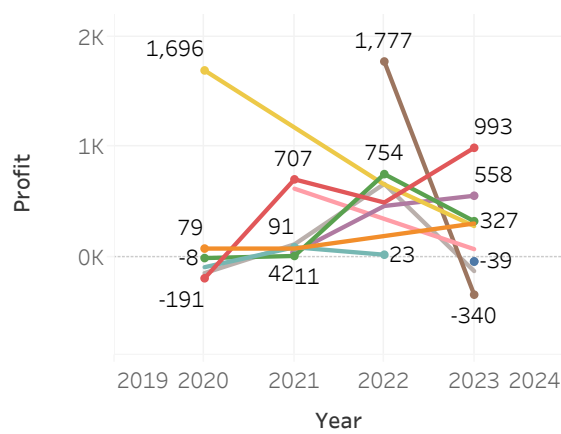Year

-Body care and face care showed strong sales growth

-Hair care had lower and unstable profits

-Invest in top-performing categories and review underperfo..

Sales Trend by Product in Each Market (2020–2023)
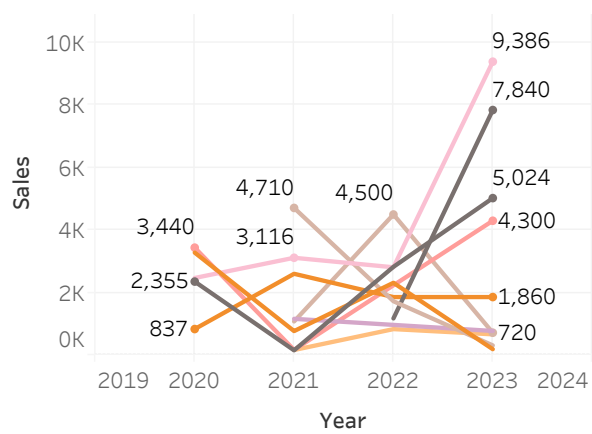
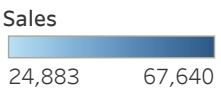## Profit Trend by Top 10 Product in Each Market (2020–2023)

Product
- Gold Spectrum A..
- Golden Blaze Ne..
- Herbal Essences ..
- Rose Gold Petal ..
- Silver Glimmer N..
- Silver Mirage Ne..
- Sterling Frost Ri..
- Sterling Solstice ..
- Sterling Wave Ea..
- Sterling Whisper..

Market
Europe

☐ Show history

Sales
24,883 — 67,640

Top 10 Selling Products (2020–2023)

Product

Product	Sales
Herbal Essences Bio	67,640
Rose Gold Petal Studs	29,987
Sterling Wave Earrin..	29,520
Golden Blaze Necklace	28,564
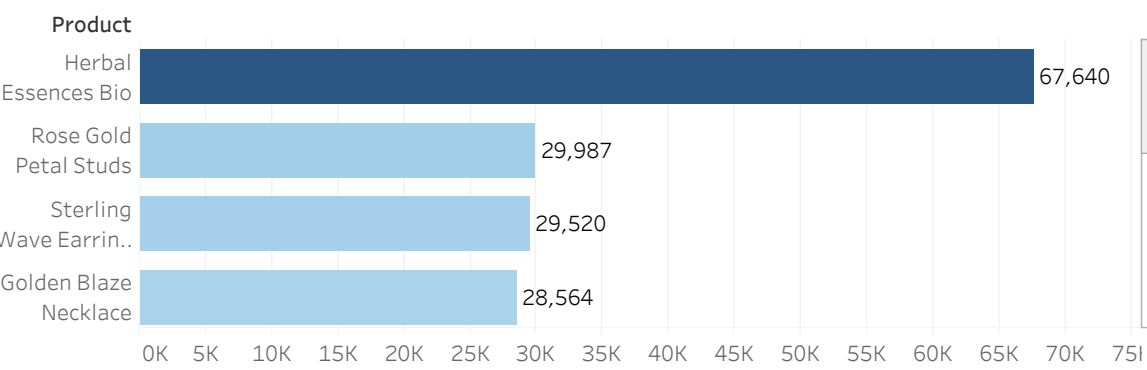
-Herbal Essences Bio led in sales but had low profit

-Some lower-selling products delivered high margins

-Promote high-margin products and optimize pricing

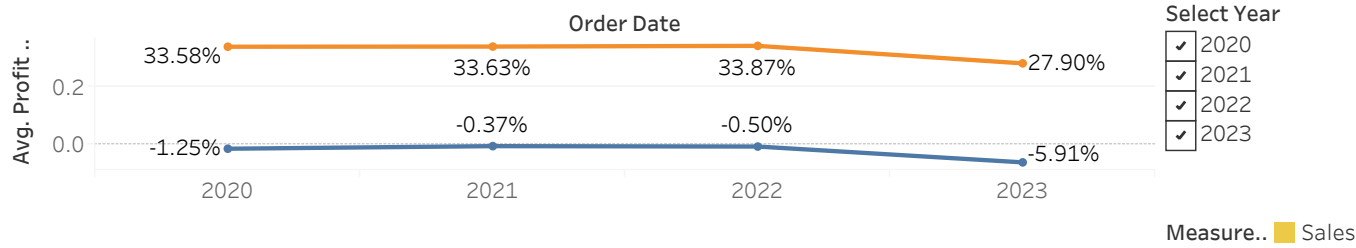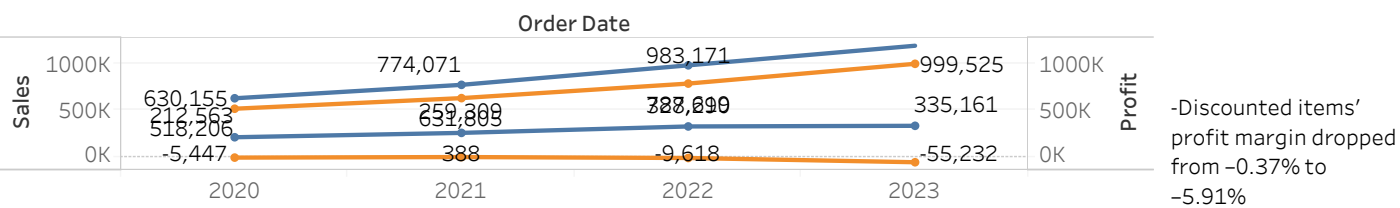# Discount & Yearly Trend Analysis

Yearly Profit Margin Trend by Discount

Order Date

Avg. Profit ..

33.58%   33.63%   33.87%   27.90%

0.2

0.0

-1.25%   -0.37%   -0.50%   -5.91%

2020   2021   2022   2023

Sales & Profit Margin Dual Axis by Year

Order Date

Sales

1000K   774,071   983,171

630,155   999,525

500K   212,563   259,809   788,890   335,161
518,206   631,809

0K   -5,447   388   -9,618   -55,232

2020   2021   2022   2023

Profit

1000K

500K

0K

-Discounted items' profit margin dropped from –0.37% to –5.91%

-Non-discounted items maintained ~33% margin

-Reduce excessive discounting; protect long-term margins

Sales, Profit, and Profit Margin for Discounted vs Non-Discounted Orders

Is Discounted

	Not Discounted			Discounted	
Value	3,580.52K	1,135.32K	31.71%	2,937.16K	-69.91K	-2.38%
	Sales	Profit	Total Profit Ma..	Sales	Profit	Total Profit Ma..

4M
2M
0M

Strategic Customer & Market Focus

Sales
4 — 5,153

Top 10 Customers by Country and Year

Country	State		2020	2022
Mexico	Baja California	G.	289	
		U.		402
		S.		380
		D.		240
		D.	224	
		G.		159
		T.	151	
		B.	140	
		S.	108	
		E.		99
	Baja California Sur	X.	585	
	Campeche	N.		63
		N.	36	
	Chiapas	L.	381	
		D.	249	
		J.		34
	Chihuahua	D.	3,308	
		S.		478
		T.		495
		P.		299
		N.		255
		J.		155
		C.		96
		T.	132	
		K.	127	
		N.		105
	Coahuila	D.		396
		T.	772	
		N.		594

Year

Top Country by Profit per Category

Country	Category	Face care	Hair care
Mexico	Home and Accessories		
United States	Body care		
	Face care	67,213 United States	
	Hair care		United
	Make up		
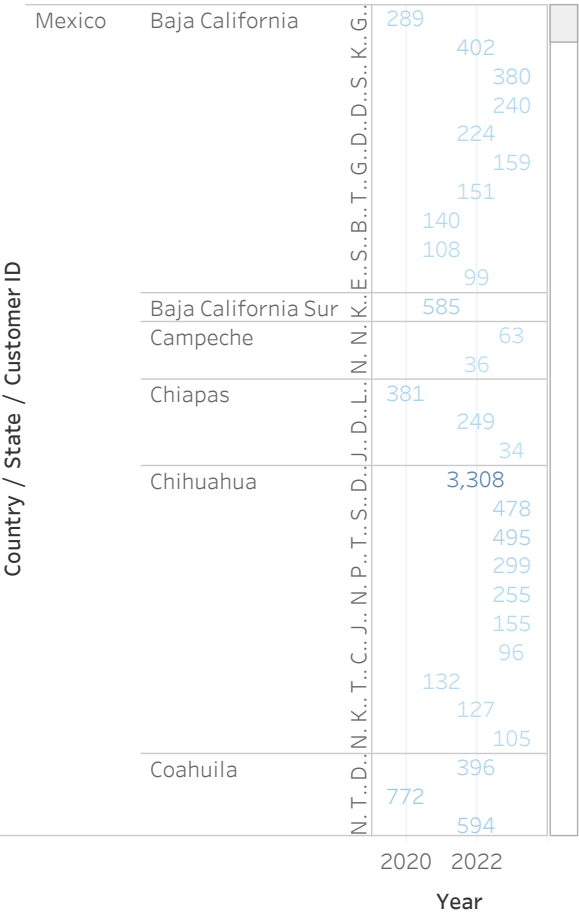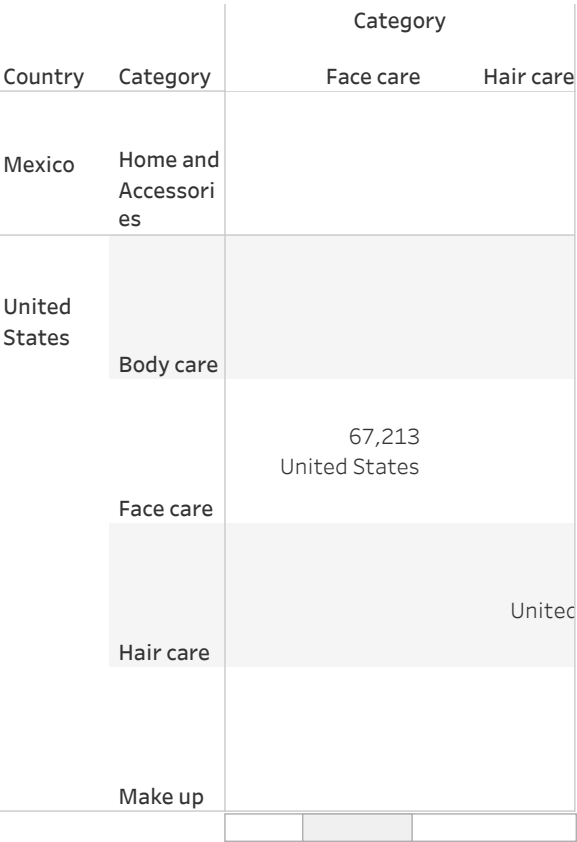
Country
- ✔ Afghanistan
- ✔ Albania
- ✔ Algeria
- ✔ Angola
- ✔ Argentina
- ✔ Armenia
- ✔ Australia
- ✔ Austria
- ✔ Azerbaijan
- ✔ Bahrain
- ✔ Bangladesh
- ✔ Barbados
- ✔ Belarus
- ✔ Belgium
- ✔ Belize
- ✔ Benin
- ✔ Bhutan
- ✔ Bolivia
- ✔ Bosnia and Herz..

-Top 10 customers were mainly from a few key countries

-US led in multiple categories; Mexico topped in accessories

-Build tailored strategies for top countries and customers